



**A STUDY OF SOCIAL MEDIA MARKETING STRATEGIES ON  
YOUNGSTERS'  
PURCHASE INTENTION**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been approved as a Partial Fulfillment of the Requirement for the Degree of Master of Business Administration (International Program)

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### Abstract

In contemporary online market environments, social media assumes a pivotal role, significantly shaping consumer behaviors, particularly among youngster demographics. This study endeavors to elucidate the multifaceted influence of social media marketing on youngsters online purchasing behaviors. Drawing upon a comprehensive review of extant literature, key factors including word-of-mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention effectiveness are highlighted.

This study used the quantitative research method. Data collection was conducted through convenience sampling with 390 youngsters who were the target respondents, and participants were selected based on their willingness to participate online. The collected data was then loaded into SPSS software, KMO, and Bartlett's spherical test, and the reliability, validity, and correlation with the all variables were tested. The analysis revealed that there is a positive effect of word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, and promotion (dependent variable) on purchase intention (independent variable) in online shopping.

This research offers a substantive contribution to scholarly discourse by empirically delineating the salient factors shaping youngster's purchase intention on social media platforms. By discerning the underlying drivers of consumer behavior in the digital milieu, this study advances theoretical understanding regarding the nexus between social media engagement and consumer decision-making processes.

The managerial implications derived from this study hold paramount significance for marketers and practitioners seeking to optimize their social media marketing strategies targeted at youngster cohorts. By discerning the pivotal determinants driving youngster's purchase intention, marketers can tailor their promotional endeavors to align with the preferences and behavior of the target group. Furthermore, strategic interventions aimed at fostering trust, enhancing social influence, and augmenting perceived usefulness can be deployed to cultivate a favorable consumer response and engender sustained engagement on social media platforms.

**Keywords:** social media platforms, online marketing, youngsters, online shopping, purchase intention



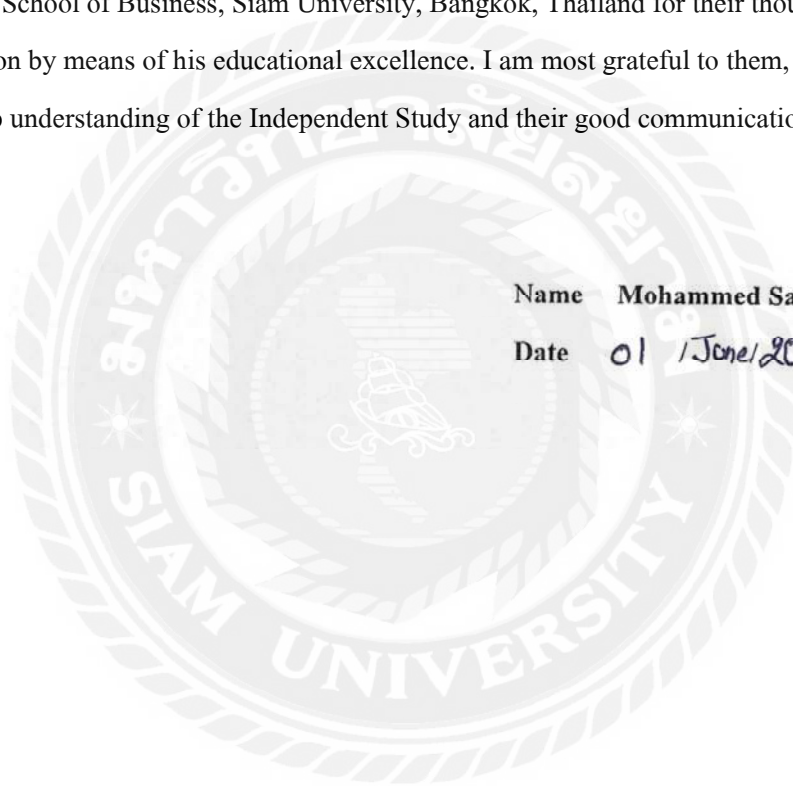
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Date **01 / June / 2024**



## DECLARATION

*I, Mohammed Sahil, hereby certify that the work embodied in this independent study entitled “A Study of Social Media Marketing Strategies on Youngsters’ Purchase Intention” is result of original research and has not been submitted for a higher degree to any other university or institution.*



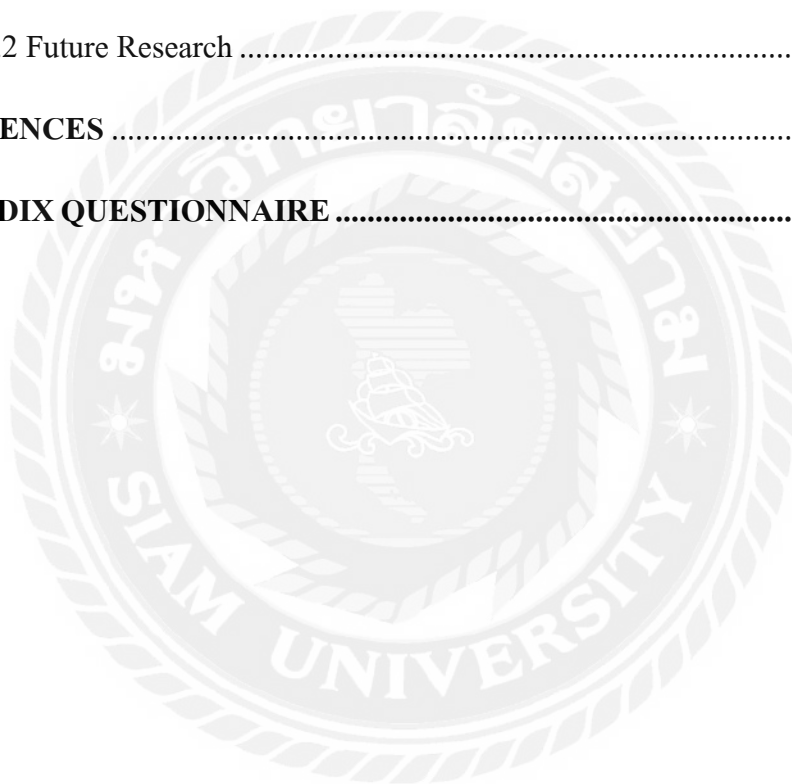
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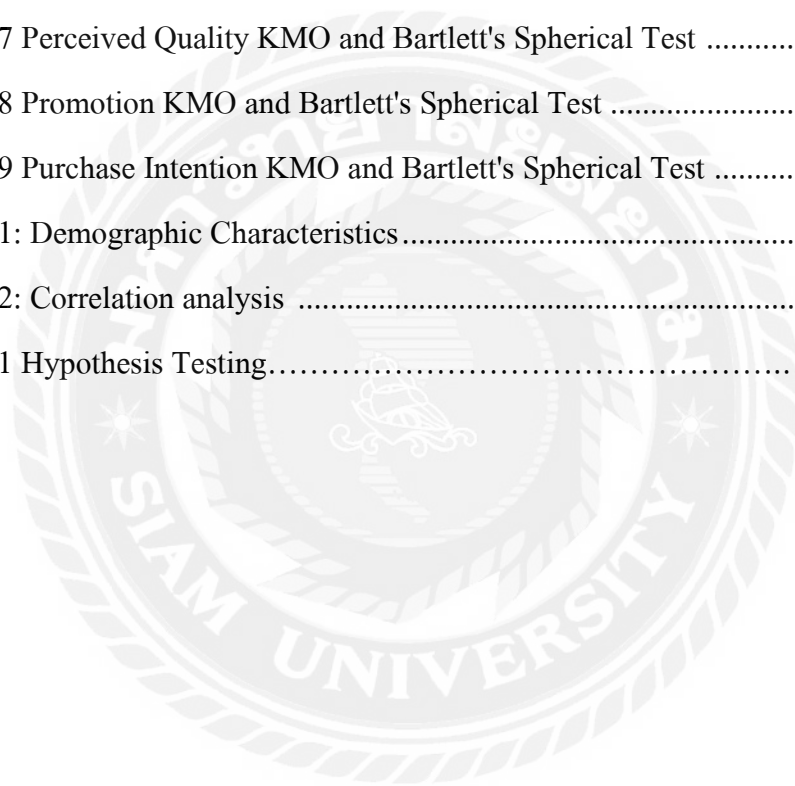


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## Chapter 1: Introduction

### 1.1 Background of the Study

Over time, technology has evolved. The Internet plays an important role in people's lives both at home and outside, as it has made people's lives more convenient and enjoyable. People's lifestyles are evolving towards a frictionless lifestyle, and thanks to technology, what once seemed difficult to achieve is now easily achievable. New technologies are offering businesses new, alternative, and innovative ways to reach people with goals. Digital marketing is a form of marketing that uses interactive technologies such as websites, email, and online postings to reach sellers and customers electronically. Digital marketing helps businesses promote themselves to audiences online. Internet marketing channels such as search, social media, email, and video help businesses reach larger audiences online. Businesses use a variety of digital marketing strategies, including B. Social media marketing (SMM) to personalize the target audience's experience, increase sales, and maintain and build relationships. Social media is currently used by 3.96 billion social media users worldwide and has rapidly become one of the dominant technologies in recent years (Statista, 2019). eMarketer (2018) estimates that the proportion of social media users will increase to 42.3% of the world's population in the coming years. It's no surprise that digital marketers use social media, especially Facebook, as their marketing channel. This is because Facebook has the most active social media users in the world.

Social impact features a significant effect on the common consumers' demeanors, convictions, and activities (Argo & Dahl, 2020; Cambra-Fierro et al., 2021; Hsu & Lin, 2016; Kelman, 1958; Mi et al., 2019). This wonder is indeed emphasized in today's stage showcasing procedure. It displays an uncommon breadth and profundity of impact and most of the company gets much to get from the stage, coming about in a showcasing industry worth more than \$13 billion (Rahal, 2020), up to \$13.8 billion in 2022 (Influencer Showcasing Center report, 2021). Almost 92% of social organize clients said they had taken after at slightest one celebrity or influencer, 36.2% of clients had attempted items suggested by celebrities, and 20.4% of clients had obtained items suggested by the influencer (Statista, 2021). Almost 90% of marketers accept that influencer

promoting is compelling (Dimitrieska & Efremova, 2021). It has been recorded that these benefits come from the impact and validity of key conclusion pioneers, micro-influencers, web journal influencers, celebrity influencers, and social media influencers (Argo & Dahl, 2020; Dimitrieska & Efremova, 2021; Hsu & Lin, 2016; Mi et al., 2019). These social impact components have completely changed the way item advancement and communication with clients, boosting item deals. Maximizing deals with the slightest fetched is the most important thing for businesses. In any case, the inquiry about the distinction within the degree of impact of social influencers on buyer behavior alter is missing. Subsequently, Therefore, this considers points to supply a premise for endeavors to define promoting plans agreeing to the impact of distinctive celebrities.

Social media networking sites are relatively new, especially among youngsters. The most popular social networks such as Facebook, Twitter, Linked, Pinterest, and Google+ contribute to most activities such as messaging, chatting, gambling, and blogging. Web 2.0 is the reason for the boom in social media marketing. The advent of Web 2.0 and social media has given customers more power. They support businesses through social media by interacting and sharing comments, information, and experiences with other consumers, helping more people come online and participate in social interactions. (Nick, 2013). Social media assists customers by not only providing relevant information about the products and services listed on websites but also criticizing them as well (Goyal, 2016). The Facebook platform benefits both marketers and consumers. This area provides new opportunities for companies to improve their competitiveness, make more customer value, retain older customers, and make strong relationships (Constantinides, 2014).

The social media market is a preferred channel, but the effects that remain are a challenge for businesses. Nielsen said more companies in the United States are now operating shared social media sites to attract more customers and build customer relationships ([www.forbes.com](http://www.forbes.com)). Technology changes everything. However, rapid technological advances are revolutionizing nearly every aspect of our industry and work, including content marketing. Customer purchasing decisions are influenced by social media sites. When a consumer uses social media sites, he is likely to spend four times more on purchases compared to offline purchases. 29% of people who shopped on social media on the exact day (Jimmy Roehampton, May 2017).

Deloitte records show that Oilwell classifies some products as other products for sale on social media. Millennials (from youngster to adulthood in the early 21st century) are a price-

conscious, opinionated, and dynamic generation. However, Millennials are now paying more attention to social media when making purchases. Position your brand to communicate your brand needs and foster an optimistic social discussion about your company's services and products. It has a huge impact on the bottom line. Consumers can talk about and share information about products and services through social media, which tends to influence their purchasing decisions (Walid, 2016). This website aims to provide a great place for electronic marketing and assist consumers in making purchasing decisions.

#### **Social Media Platforms:**

Social media has become an indispensable portion of our lives and plays a vital part in affecting customer behavior, especially among youngsters. Youngsters are a key target group for online companies and organizations because they are highly connected and active participants on various social media platforms.

Several studies have investigated the impact of social media on youngster's purchase intentions and online shopping habits. A study published in the Journal of Behavioral and Applied Management (Kumar & Gaur, 2019) found that youngsters who actively use social media are more likely to be influenced by peer recommendations and online girlfriend reviews when making purchasing decisions. I found it to be expensive. Another study published in the International Journal of Retail and Distribution Management found that youngster's interactions with social media platforms such as Facebook, Instagram, and YouTube had a positive impact on online shopping behavior.

The specific social media platforms that Youngsters use for online shopping will vary based on demographics, interests, and preferences. However, some of the most popular platforms among Youngsters include:

**Instagram:** Instagram is a social photography application with photography, beautification, and photo-sharing features. It can also be considered a new type of social media based on image interaction, as it helps people build social networks based on images (Jin et al., 2015)

**TikTok:** Musical.ly. Founded by Zhang Yiming and launched in September 2016. Beijing Byte Dance Technology acquired the musical.ly application in November 2017 and renamed the app TikTok. In a short period, this application has become the most successful Chinese application in the world. (Xiong, 2019)

**YouTube:** YouTube could be a free video-sharing stage that permits clients to form, transfer, and observe video substance online. Each user can create their claim channel where their recordings will be shown. You'll be able to take after other users' channels, comment on them, and share their recordings. YouTube's vision is to grant everybody a voice, advance video, and empower development for our accomplices and promoters. (Dreiber et al., 2012).

In addition to these general-purpose social media platforms, several niche platforms are popular among Youngsters, such as:

**Reddit:** Reddit has ended up one of the foremost prevalent social stages on the web, with 52 million everyday visits. Dynamic clients (Reddit. com,2020) and over 139,000 dynamic topical communities called “subreddits” (Marotti, 2018)

**Twitch:** Twitch is popular among Youngsters for gaming, esports, and other forms of Watch entertainment. is a popular live-streaming platform. (Hilbert et al., 2018)

## 1.2 Problems of the Study

Social media locales play a vital role in retail deals, business-to-consumer, and business-to-consumer. This social media destination and their exercise can lead to youngsters obtaining items online. Based on a point-by-point writing audit, the analysts found out how social media impacts consumers' buying choices and how word-of-mouth, e-advertising, consumer trust, Perceived Usefulness, perceived quality, and promotion publicizing have a positive and noteworthy relationship with buying eagerly. We explored whether there were any. Usually for the most part inquired about and not pointed at target clients. Be that as it may, consideration ought to be paid to how word-of-mouth, e-advertising, consumer trust, Perceived Usefulness, perceived quality, and promotion publicizing on social media destinations impact youngster's online obtaining behavior. The most recent inquiry is about what makes a difference in promoting supervisors' bargain with the advertise successfully and productively. Consequently, the research question is, summarized below:

1. What are the factors that influence consumer purchase intention toward social media?

### 1.3 Objectives of the Study

1. To analyze the frequency of social media site usage based on demographics.
2. To investigate items that are mostly purchased by youngsters in online shopping using social media sites concerning gender.
3. To identify important factors that influence customer purchase intentions on social media.

### 1.4 Significance of the Study

Marketing is what organizations do to create, and exchange value with customers. This value creation is done by meeting customer needs and a marketing strategy, which is a plan to build a sustainable foundation (Silk, 2006). Trade victory depends on showcasing victory. Without showcasing, businesses cannot make or trade esteem with clients. One frame of promoting is e-marketing (electronic showcasing) or advanced showcasing, which centers on the utilization of data innovation in promoting exercises. Electronic showcasing increments increases the proficiency and adequacy of conventional showcasing capacities, and innovation is changing numerous promoting procedures, coming about in modern commerce models that increment client esteem and increment client benefit (Strauss & Forst, 2012). Social media is a critical perspective of computerized showcasing that businesses have to consider when marketing nowadays. Social media is a sort of media that's based on changes and intuition between individuals on the web.

New developments in the world of technology have made the Web an imaginative way for people and Youngsters to communicate through social systems. Social media is a wonder on the web that has developed in ubiquity in later a long time. Youngsters use social media such as Facebook, Twitter, WhatsApp, and Myspace to build and maintain relationships with family and colleagues. These social media outlets allow you to create a personal profile while also allowing you to contact other users of the website. Users transfer photographs, post what they're doing in lessons or schoolwork, and send private or open messages to anybody. In this "data age," social media appears to be picking up ubiquity, particularly among Youngsters.



## **1.5 Scope of the Study**

According to the research purpose, this study mainly focuses on the factors that influence youngster's purchase intention on social media websites. Subsequently, the conceptual framework developed by the researcher himself included his two types of variables, which included both independent and dependent variables. This conceptual framework has independent variables. Word of Mouth, E-Advertising, Consumer Trust, Perceived Usefulness, Perceived Quality, and Promotion, and the dependent variable is Purchase Intention.

To investigate the youngsters' purchase intention towards social media, the respondents used for this study are both males and females who have purchased an item on social media. The researcher collected 390 questionnaires from an online Google form.

The questionnaires applied as a research instrument in this study were adapted from several previous studies. The research instrument employed in this study comprises three main sections. The initial section consists of screening questions to identify youngsters who have made purchases through social media. The subsequent section employs a five-point Likert scale to assess the variables identified in the conceptual framework. Finally, the third section gathers demographic information from the respondents. A comprehensive total of 24 questions are incorporated into the questionnaire, covering the various aspects of the study's focus.

This study aims to provide insights into the dynamics of youngster's purchase intentions on social media platforms, thereby contributing to a deeper understanding of consumer behavior in the digital era.

## Chapter 2: Literature Review

### 2.1 Theory

#### 2.1.1 Word of Mouth

A point that has gotten a parcel of consideration in numerous later examinations is WOM. A really well-known and commonly used WOM definition is “any positive or negative statement made by potential, actual or former customers about a product or company that is made available to a multitude of people and institutions via the internet” (Hennig-Thurau et al., 2004, 39) have differentiated e-WOM into four categories:

- Specialized e-WOM, which implies client audits on webpages not locked in in offering (e.g. product review sites)
- Partner e-WOM, which alludes to client audits on retail websites (e.g. amazon.com)
- Social e-WOM, characterized as any item or brand-related data traded by clients on SNS
- Various e-WOM, which is item or brand-related data on any other online stage (e.g., blogs or discussion forums)

#### **e-WOM in the Digital Age:**

e-WOM has transcended the boundaries of traditional word-of-mouth (WOM) and encompasses all forms of online communication through which individuals share their views on products and services with a wide audience (Ezzat, 2022). The evolution of eWOM is propelled by advancements in technology and the widespread popularity of social media platforms (Lim et al., 2023). It has evolved into an indispensable source of information for consumers, prized for its perceived authenticity and impartiality (Pongjit & Beise-Zee, 2015).

#### **Quality of e-WOM:**

Quality within e-WOM pertains to the persuasive impact of comments based on informative messages (Rahman et al., 2022). High-quality e-WOM is distinguished by characteristics such as novelty, understandability, relevance, and credibility (Lim et al., 2023). Consumers rely on the

quality of e-WOM to make well-informed decisions regarding products and services (Duong et al., 2021). Positive e-WOM, with its detailed and trustworthy information, significantly influences purchase intention (Rahman et al., 2022).

Word of mouth is one of the most seasoned shapes of data transmission (Dellarocas, 2003) and has been characterized in completely different ways. One of the most punctual definitions is by (Katz & Lazars, 1966), who portrayed consumer-to-consumer promotion as a showcasing action that plays an essential part in forming shopper behavior and changing states of mind toward items and administrations. Sen and Lerman (2007) conceptualized word of mouth (WOM) as a kind of genuine time discussion between shoppers concerning an item and/or benefit. The advancement of the Web has extended the concept of WOM to a web setting that grasps wider audiences. Online WOM may be a frame of a composed notice on the net, as a rule, posted by experienced or past customers (Abubakar and Ilkan, 2014). This composed reminder impacts the behavior of imminent clients (Abubakar & Ilkan, 2013). In expansion, the notice leads to data dissemination since it can be gotten anytime, anyplace, and sent to other customers (Abubakar & Ilkan, 2013). For occurrence, Litvin, Goldsmith, and Dish (2008) expressed that the Web has created a modern sort of communication climate that engages both consumers and suppliers: a stage that empowers data stream along consumer-to-consumer, consumer-to-business, and business-to-consumer channels. The change in hypermedia has driven an increment in the number of individuals utilizing the Web to get data approximately an item and/or benefit (Litvin et al., 2008).

WOM is broadly considered to be one of the foremost powerful components affecting buyer behavior (Daugherty & Hoffman, 2014). This impact is especially vital for intangible products, such as tourism and hospitality, which are troublesome to assess before consumption. Subsequently, WOM is considered to be the foremost critical source of data for consumers' buying choices (Litvin et al., 2008) and expected activities. For this case, traveler fulfillment is of fundamental significance because it impacts behavioral eagerly, WOM, and buying choices. In other words, in general, fulfillment leads to the probability of returning to and suggesting a goal (Sotiriadis & Zyl, 2013).

### 2.1.2 E-Advertising

Social media is a popular tool used by billions of people every day, so advertising is not far behind. Brands are trying to capitalize on this popularity. Ads on social media can be marked as "sponsored content" and appear in users' news feeds and messaging apps, as well as in the sidebar. Advertising on Facebook offers many features for brands, making them more visible to users who might not otherwise see them. Social media advertising is a powerful tool for brands, especially when it comes to targeting users who should see their brand messages, offering unique opportunities that take into account user profiles and user preferences. Since SNS users are primarily used to interact with friends, advertising displayed on SNS must take this into account, including by displaying creative content and practical images (Zarella & Zarella, 2011, p. 223).

A study that may be of most significance is Yuan et al (2022), who explored the adequacy of in-feed promoting procedures and key supposition pioneer procedures at the TikTok stage for drawing in item activity for online retailers. Concurring to past considerations found that short-video publicizing highlights particular to short-form video publicizing have not been broadly inquired about (Xiao et al., 2023). Other than, later inquire about Ge et al (2021) present a hypothetical system that clarifies the effect of social media brief video advertisements on item deals by giving a hypothetical system based on the numerous properties of notice amiability and striking quality. Proceed, Xiao et al (2023) inquire about a key component that impacts c buyer engagement behavior is the short-form video notice, this thinks about contributes to social media promotion writing by considering the impact of short-form video promotion highlights on customer engagement behavior. The execution hope, excitement quality, tie quality, and deals approach of short-form recordings are noteworthy drivers of shopper engagement behavior as analyzed utilizing information from the social media stage TikTok. Subsequently, existing inquiries about the impact of brief video social media advertising center on shopper engagement behaviors and item deals, which are compared as the component of social media promoting adequacy. Abbas & Singh (2014) present an interesting perspective. They see social networks as a useful tool to help research and develop innovative technologies to address humanity's current common problems. They predict that advertising on social media, especially mobile applications, will increase. But they are based on positive side effects. So far, this issue has made people aware of them, as many people support philanthropic projects and initiatives and support meaningful and

necessary innovations. Social media could potentially solve this problem. These platforms are great for quick promotions and allow you to create viral campaigns without spending on advertising, but people share on social media because they care about a cause (Fishbein & Ajzen 1975), the effects of advertiser credibility and ad credibility influence the credibility of a particular advertisement through the force of logical consistency.

### **2.1.3 Consumer Trust**

Consumer trust is exceptionally lively and plays an imperative part in all web-based exchanges. In this way, it is imperative to clarify the foundation of shopper belief, which is connected to consumers' recognition of value and buy aim. Within the online environment, individuals have the total opportunity to post certain items and administrations and express their sentiments approximately them without uncovering their genuine personalities (Ng, 2013). According to Eagly & Chaiken (1993), the impact of a message depends on the number of positive attributes possessed by the communicator, and thus users evaluate the credibility of the poster in terms of accepting or rejecting the information provided. It depends on that. Information from reliable sources is perceived as useful and reliable, thereby facilitating knowledge transfer (Ko et al., 2005). In the current scenario, customers share their shopping experiences with people on social media, so web providers need to add features that allow customers to rate and review products. Online web suppliers ceaselessly move forward the quality of their websites and accessible administrations to extend buyer belief. Social media provides an organization where people can converse approximately online, get appeals from people they accept, and orchestrate their buys (Rubel, 2005). Belief is a critical component of social capital and is essential to preserving connections (Mayer et al., 1995). A customer's deliberate to buy an item online is affected by the product's belief in her site (Kim et al., 2008). Believe makes shopper fulfillment and makes a difference decrease look costs (Gulati, 1995).

Trusting item proposals through social media jolts may lead clients to buy such items (Gordon, 2007). Usually, belief in social media impacts the escalation of organizing (Ulusu et al., 2011). This creates a relationship of trust. Previous research on e-commerce has established strong relationships between trust and buyer disclosure (Metzger, 2004) and purchase intention (Lumsden & MacKay, 2006). Previous research has confirmed that consumers' product

recommendations influence their purchasing behavior (Chevalier & Mayzlin, 2006). A few analysts have illustrated a coordinated positive relationship between believing and buying purposeful (Bhattacharjee, 2002; McKnight et al. 1998)

#### **2.1.4 Perceived Usefulness**

Perceived usefulness can be understood as the level at which individuals believe that they will be able to achieve better growth in their personal lives and work performance after using a particular system (Davis, 1989).

A consideration conducted by Bother and Gilitwala (2019) recommended a noteworthy relationship between seen value and the purposeful use of e-wallets in Thailand. Another investigation by Pertiwi et al (2020) affirmed that convenience features a noteworthy positive relationship with the deliberate to utilize an e-wallet as an installment strategy in the Y era in Surabaya. A comparable consideration by Camilleri (2019) also affirmed a positive relationship between seen convenience and the deliberate to utilize e-government administrations. Other than that, a later consideration by To and Trinh (2021) demonstrated that seen value contains a noteworthy impact on behavioral purposeful to utilize versatile wallets in Vietnam. The discoveries are in line with the ponder by Madan and Yadav (2016) who found a noteworthy relationship between seen value and behavioral intention to embrace versatile wallets. Madan and Yadav (2016) also concluded that seen usefulness could be an imperative help for users deliberate to receive a modern innovation transformation.

In the past, a few observational things about given proved that convenience emphatically impacts states of mind toward the utilization of information-based frameworks (Venkatesh & Bala, 2008). Clients exchange advanced contemplations and conclusions about things and organizations in a virtual environment. Seen esteem is expected based on its importance, opportuneness, and precision. Subsequently, to form way better choices, one must get as it were significant, current, convenient, and exact data from online communities (Wixom & Todd, 2005). Individuals will assess their recognition of these conclusions in terms of their value for making way better-acquiring choices. In this manner, if individuals of a social organizing location discover your comments and likes supportive, they are more likely to acknowledge them and make

obtaining choices appropriately. Past inquiries have appeared that seen value emphatically impacts buying purposefully (Ahn et al., 2007).

### **2.1.5 Perceived Quality**

Perceived quality is characterized as a worldwide judgment or demeanor relating to the predominance of a benefit (Ma & Kaplanidou, 2018). In expansion, seen quality investigation in sports and entertainment settings has been productive for the final 20 years since its connected esteem (Wang & Lin, 2017). Quality comprises objective quality and perceptual quality (Wang & Lin, 2017; Ma & Kaplanidou, 2018), with exact quality being the real specialized predominance or inside clues of the item (Tian et al., 2021) and perceptual quality being the subjective judgment of buyer's different settings (Hsiao et al., 2020). As such, this is fundamentally centered on marathon members and investigates how seen quality affected participants' discernments and behavioral results within the setting of marathon occasions.

Quality has a positive effect on mechanical buyers who are fulfilled with the item execution (Baumgarth & Binckebanck, 2011; Taylor et al., 2007). The positive impact of mechanical item quality on client fulfillment has been affirmed by a huge number of observational considerations (Cretu & Brodie, 2007; van Riel et al., 2005). If the unmistakable item has no point of separation, at that point the competition is within the benefit execution. Improving the level of benefit quality can offer assistance to a company separate from the competition and accomplish a competitive advantage (Ganguli & Roy, 2011). In this observational ponder, seen quality is reflected by product quality and benefit measurements. Benefit measurements allude to the RATER concept of Parasuraman et al. (1985), but avoid unmistakable measurements since it isn't pertinent in this setting; thus, benefit measurements are unwavering quality, affirmation, sympathy, and responsiveness. The investigation of both item quality and administration exhibitions is fundamental to advancing procedures and suggestions. A benefit is an action or advantage that the dealer conveys to the buyer or prospect (Kotler & Armstrong, 2018).

### **2.1.6 Promotion**

Promotion can be defined as "the ability to inform, persuade, or influence consumer decision-making," and it is as important to nonprofit and commercial organizations as it is to

products and services. An important task for advertising is to "bridge the perception and information gap that exists between tourism providers (industry) and tourists (market)."

Furthermore, advertising has some influence on the decision to purchase a product or service or, in the case of destination marketing, to choose a particular travel destination (Esu et al., 2010).

Agreeing with Es et al. (2010), the significance of promoting lies in its potential to attain different benefits, such as expanding intrigued in a goal, illustrating the benefits of a specific goal, separating the goal, and making a goal image. This implies that it encompasses a high level of usefulness and can increase the inspiration of tourists. You'll be able to remain longer at your goal. Publicizing may be a well-known strategy for educating and affecting shoppers through different media such as TV, daily papers, and radio. Concurring with the British Established of Open Supposition (2015), open relations are characterized as "a consciously planned and continuous effort." Belch and Belch (2001) define sales promotions as "marketing activities that provide added value or incentives to salespeople, dealers, or end users and can increase short-term sales." (Sunita et al., 2010). Sales promotion is one of the variables tested in this research study, and the moderating effect of sales promotion on the relationship between country image and visit intention will be discussed later. After all, internet marketing is one of the most important tools today. Promoting could be an item of data innovation and its advancement and speaks to an assortment of investigative areas, but when utilizing publicizing as a technique to impact tourists' choices, it is vital to select the suitable publicizing device. "Promotional tools are devices, activities, or methods used by marketing managers to convey desired messages to the market to achieve desired advertising goals" (Esu et al., 2010). Usually, the above tools are used in combination, keeping in mind that each advertising tool has its advantages and disadvantages. Depending on the target bunch of your advertisements, you need to create an effective advertising strategy that includes the best combination of advertising tools. One of the new additions to your advertising strategy is social media sites.

### **2.1.7 Purchase Intention**

Purchase intention or willingness to purchase is generally defined as the likelihood that a consumer will purchase a product or service (Dodd & Supa, 2011). It is also defined as a conscious plan by a person who intends to purchase a brand (Spears & Singh, 2004).



The concept of buying deliberately has roots in brain research and is regularly utilized in behavioral inquiries (Dodd & Supa, 2011). Buy purposeful is characterized as a consumer's behavioral propensity to buy an item (Monroe & Krishnan, 1985) and as a critical pointer of the genuine buy choice (Tan, 1999). This articulation is upheld by (Li et al., 2002) who state that buy purpose could be a common degree commonly utilized to assess the viability of buy behavior.

Purchasing intentions are very important when it comes to long-term strategy, industry planning, and competitive product negotiation. If a product or service meets quality standards, it tends to make a good impression and sell well (Ma & Yang, 2018). Many variables influence and can influence purchase intent. Brands and their influence on consumer purchases are at the forefront (Laroche et al., 1996). Additionally, the consumer's online purchase intent becomes clearer. Consumers express their intention to go online or offline, and purchases are recognized by purchase intent. But there are also many reasons why customers aren't willing to buy (most of them online). (Kaur and Qureshi, 2015). It turns out that there is a lack of sufficient evidence to understand the opposite of purchase intent, i.e. the absence of intent. Due to the intensity and transparency of customer-supplier interactions in the online environment, marketing strategies need to be refined and dynamic (Rishi & Hadi, 2017). The online shopping environment is characterized and defined by the rise of the e-commerce industry. Meanwhile, social media has recently gained importance alongside online behavior and intentions. Social networks will shape how consumers are influenced online. From 2015 to 2018, the e-commerce industry grew more than 20% year-over-year, generating \$15 billion in sales (Kian et al., 2017).

It can be concluded that potential shoppers are eagerly affected by the suggestions of associated clients such as companions, colleagues, and family inside her web-based community called social systems. Believing is born from understanding and knowing each other. In this ponder, the taking-after theories were defined based on critical past investigative discoveries.

## 2.2 Research Framework

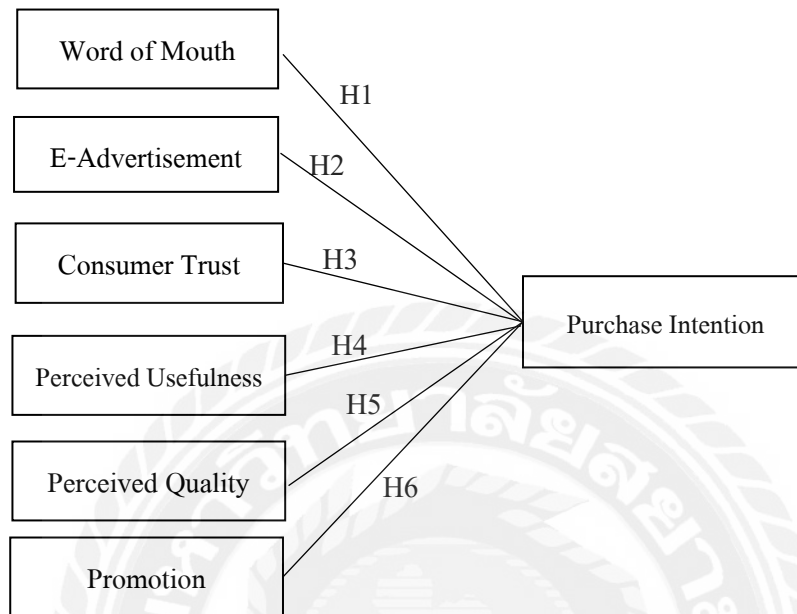


Figure 2.1: Conceptual Framework Model

Through the analysis of the research background and research objectives, the research framework, shown in Figure 2.1.

## 2.3 Hypotheses

The following hypotheses based on the research framework are formulated.

H1: Word of mouth has a positive impact on purchase intention.

H2: E-advertising has a positive impact on purchase intention.

H3: Consumer trust has a positive impact on purchase intention.

H4: Perceived usefulness has a positive impact on purchase intention.

H5: Perceived quality has a positive impact on purchase intention.

H6: Promotion has a positive impact on purchase intention.

## **Chapter 3: Methodology**

### **3.1 Introduction**

This study summarizes the variables related to the factors influencing consumer purchase intention toward social media. The main research variables in this study are word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention. During the literature review process, it was found that because of different research subjects and different research contexts, the dimensionality classification of each variable by researchers is different. In this study, a quantitative research method was used to study social media marketing strategies on youngsters purchase intention using a questionnaire. The questionnaire is divided into two parts. One part is the basic information of the survey sample, which is a control variable. The first part mainly includes the gender of the investigator, and grade level. The second part of the survey content about the variables of the research hypothesis. A five-point Likert scale was used as the research scale. The questionnaires will be administered separately and the data from the sample survey will be collected and counted and the findings of the study will be summarized.

### **3.2 Research Design**

This study uses a quantitative research method. The questionnaire was used in the quantitative research. SPSS was used to statistically analyze the questionnaire to analyze the reliability and validity of the questionnaire. After determining that the reliability and validity were up to the standard, a multiple regression analysis was used to determine the influencing factors of social media marketing strategies on youngsters purchase intention. In this paper, a suitable scale is chosen as a reference to provide some basis for the design of the questionnaire. Through literature reading and combing, this study investigates word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention. The scale of this paper totaled 24 items, using a five-point Likert scale with a score of 1-5, representing strongly disagree, disagree, generally agree, and strongly agree. The higher the score means, the more agree with the item.

Table 3.1 Customer Satisfaction Measurement Questioner Items

Variate	Measuring item	NO.
Purchase Intention <b>Smith (2014)</b>	1. Buy a few of the items or administrations you see on social media.	QS 1
	2. A few of my later buys were based on data I found on social media destinations.	QS 2
	3. When brands utilize social media, it increments my intrigue in acquiring their items and administrations.	QS 3
	4. I am exceptionally likely to purchase an item or benefit that a companion prescribes on social systems.	QS 4
Word of Mouth <b>Patrick et al. (2012)</b>	5. In some cases, I share my favorite items, brands, and administrations with my companions through social media.	QS 5
	6. Send invitations to companions to connect your item or brand bunches on social media destinations.	QS 6
	7. Once you see an item on a social media location, you get likes. Appear your appreciation by clicking "Like"	QS 7
	8. I send out invitations to friends to join groups for brands and products I think they'll like.	QS 8
E-Advertising <b>Sunita et al. (2015)</b>	9. Purchase products promoted on social media via e-shop.	QS 9
	10. Social media advertising is more profitable than traditional advertising.	QS 10
	11. Social media advertising is more interesting than traditional media advertising.	QS 11
Consumer Trust	12. I'll probably (soon) buy products online.	QS 12

Naylor et al. (2012)	13. I feel like you can find shopping tips and information on social media sites	QS 13
	14. Social media marketing keeps you up to date with new products and services	QS 14
Perceived Quality Yoo et al. (2000)	15. I believe (brands) become very functional after social influencers promote their products/services	QS 15
	16. The quality of __ (brand) __ looks very high after the social influencer promotes the product/service	QS 16
	17. I believe that __ (brand) __ must be of very high quality after the social influencer promotes the product/service.	QS 17
Promotion Chen & Lin (2012)	18. Sharing photos and videos makes people want to know more about your products.	QS 18
	19. I saw this special offer and wanted to take a look at the website.	QS 19
	20. This special offer will increase your desire to purchase the product.	QS 20
	21. When a photo or video is shared on social networks, people want to go to the product they saw in the photo or video.	QS 21
Perceived Usefulness Gefen et al. (2003)	22. Purchasing online is very easy via the mobile a	QS 22
	23. Mobile app allows you to make online purchases very quickly	QS 23
	24. Mobile apps can help improve performance, effectiveness, and productivity when searching for and purchasing the products you want to buy.	QS 24

### 3.3 Population and Sampling

This study focuses on the effect of social media sites on purchase intention. For this study, the primary research method is the random sampling method.

$$n = \frac{s^2 * p^2}{E}$$

In the formula (Yamane, 1973), n represents the sample size, s Value for the standard normal distribution of the quartile, for the confidence level generally takes the Value of 95%, currently Z = 1.96. p for the sample standard deviation, the sample standard deviation of the estimated value of the standard deviation of the general use of 0.5, to determine the error tolerance E (i.e., the maximum permissible value of the difference between the sample mean and the overall mean), E = 0.05. Calculation of the results obtained for the 390 samples. For the random sampling method, an online survey will be conducted using Google Forms for questionnaire distribution, and the sample will be drawn randomly from the overall population.

#### 3.3.1 Sampling Unit

Saunders et al. (2009) stated that a sampling unit is comprised of one element or group of elements in the target population. Pinsonneault and Krearmer (1993) stated that the researchers must decide whether to select the respondents of the survey to be individuals or groups. Churchill (1999) stated sampling unit as the method that uses a small number of units of the population to conclude the whole population. A sampling unit is a group element or individual element of a specific population that is relevant to the study (Davis, 2005). Moreover, Hair et al. (2003) also stated that sampling units are the object or element from the population of the research that is useable to be chosen. Therefore, in this study, the researcher identifies the sampling units as those who are studying for bachelor's degrees and graduate degrees.

### **3.3.2 Sampling Procedure**

There are two research techniques which are probability and nonprobability sampling. Cooper and Schindler (2003) stated that non-probability sampling is arbitrary (non-random) and subjective. In addition, Zikmund et al. (2013) stated probability sampling as the element in the population known as nonzero probability to be selected in sampling. Therefore, in this research non-probability sampling was applied as a sampling technique by the researcher. Saunders et al. (2007) defined non-probability sampling as a sampling technique in which elements were chosen based on personal judgment of the total population. Nonprobability sampling consists of four types which are convenience sampling, judgment sampling, quota sampling, and snowball sampling. In this research, the researcher applies convenience sampling.

Also, many researchers studied repurchase intention or customer behavior. Therefore, according to those four previous studies, the researcher determined 390 respondents as the sample size of this study because a bigger sample size can represent the population better, (Anderson 1996).

### **3.3.3 Sampling Procedure: Convenience Sampling**

In this research, the researcher used a convenience sampling technique to collect the information from respondents who are available to answer the questionnaires. Hair et al. (2003) defined the convenience sampling technique as the method that the researchers usually use to gather a large number of surveys from the respondents because this method is cost-effective and less time-consuming. Convenience sampling is usually used when there is a limitation of cost and time. Sekaran and Bougie (2013) defined convenience sampling as the method that is used to gather information in the situation the most convenient for the researcher. The convenience Sampling method allows freedom to researchers to choose any respondents who are convenient to participate in the survey (Cooper and Schindler, 2011). In this study, the researcher distributed the questionnaires directly to youngsters through Google Forms. The total number of the respondents was 390 out of 420.

### 3.4 Data Collection

The questionnaire collection for this study was done from September 15, 2023, to December 15, 2023. To obtain more realistic and representative data, the target population of this study was chosen to be Youngsters who have successfully purchased products online comprehensive understanding of the actual situation. This study used the Google Form platform website, adopting the online research method to obtain questionnaire data.

In this study, 420 questionnaires were distributed, and three criteria were established to determine whether the questionnaire was valid.

First, according to the scale to screen the questions, the questionnaire that did not select the specified answers is invalid.

Second, questionnaires that take less than 30 seconds to fill out.

Third, questionnaires with almost the same score for each question.

According to the above three criteria, valid questionnaires were collected, and 30 invalid questionnaires were deleted, resulting in a valid questionnaire rate of 93.3%.

### 3.5 Data Analysis

#### 3.5.1 Reliability

Reliability can also be referred to as reliability, the extent to which consistent results can be obtained when the same measured object is tested repeatedly with the same method. The Value of Cronbach's Alpha is an important index to test the reliability of a questionnaire, and the criterion that represents the reliability of a questionnaire is the high value of Cronbach's Alpha. The objective is to identify the effect of a significant relation between the dependent and independent variables by using Cronbach's alpha. Experts believe that a Cronbach's alpha coefficient greater than 0.7 is reliable, greater than 0.5 is acceptable, and less than 0.35 is considered unreliable and should be rejected. (Nunnally & Bernstein, 1994). Table 3.2 shows that the Cronbach alpha coefficients for each construct in this study are within the norm.

Table 3.2: Cronbach's Alpha Value for Dependent variable and independent variable

Variate	Cronbach's $\alpha$	Item
---------	---------------------	------



Word of Mouth	0.854	4
Advertisement	0.871	3
Consumer Trust	0.898	3
Perceived Usefulness	0.897	3
Perceived Quality	0.935	3
Promotion	0.827	4
Purchase Intention	0.863	4

The study focused on finding the impact of social media on youngster's purchase intention. More specifically the study examined how word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, and promotion impact the purchase intention of youngsters.

### 3.5.2 Validity

Validity is the extent to which the items of the response scale accurately and comprehensively measure the variables. The validity analysis was conducted to evaluate the accuracy of the content presentation of the questionnaire, i.e., to analyze whether the descriptive text of the items accurately expresses the conceptual image of the study variables and subdivided dimensions. Validity analysis can test the rationality of the design of the items and is a judgment of the validity of the data collected by the questionnaire. There are various ways of validity analysis, content validity, and structural validity, and the purpose of data analysis determines their ability. In this study, factor analysis was used for the structural validity test, and valid male factors were extracted by the principal component analysis method. The main evaluation indexes were KMO value (simple correlation coefficient and partial correlation coefficient test), Bart-Lett's spherical test (variable independence test), and cumulative contribution rate and factor loading. The KMO value and Bartlett's Spherical Test are used together to determine whether the data are suitable for factor analysis. When the KMO value is closer to 1, it indicates that the stronger the correlation between the variables, the more suitable the factor analysis method is, and scholars generally agree that when the KMO is  $\geq 0.7$ , the effect of factor analysis is better. At the same

time, when the significance of Bartlett's test of sphericity (Sig) < 0.05 indicates a correlation between the original variables, public factor extraction can be carried out.

1) Word of Mouth

Word of Mouth was subjected to KMO value and Bartlett's spherical test. Table 3.3 shows that the KMO value of Brand Image is 0.893 (>0.7), and the Sig value for Bartlett's spherical test is 0.000, so it is in line with the conditions of factor analysis.

**Table 3.3** Word of Mouth KMO and Bartlett's Spherical Tests

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.893
The Bartlett's Test of Sphericity	Approx. Chi-Square	2533.454
	df	4
	Sig.	0.000

2) E-Advertising

E-advertising was subjected to KMO value and Bartlett's Spherical Test. Table 3.4 shows that the KMO value for Perceived Value is 0.749 (>0.7), and the Sig value for Bartlett's Spherical Test is 0.000, so it aligns with the conditions of factor analysis.

**Table 3.4** E-Advertising KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.749
The Bartlett's Test of Sphericity	Approx. Chi-Square	763.011
	df	3
	Sig.	0.000

3) Consumer Trust

Consumer Trust is subjected to the KMO value and Bartlett's Spherical Test. Table 3.5 shows that the KMO value for Customer Satisfaction is 0.735 (>0.7), and the Sig value for Bartlett's Spherical Test is 0.000, so it is in line with the conditions of factor analysis.

**Table 3.5** Consumer Trust KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.735
The Bartlett's Test of Sphericity	Approx. Chi-Square	590.181
	df	3
	Sig.	0.000

## 4) Perceived Usefulness

Perceived Usefulness is subjected to the KMO value and Bartlett's Spherical Test. Table 3.6 shows that the KMO value for Customer Satisfaction is 0.785 ( $>0.7$ ), and the Sig value for Bartlett's Spherical Test is 0.000, so it is in line with the conditions of factor analysis.

**Table 3.6** Perceived Usefulness KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.785
The Bartlett's Test of Sphericity	Approx. Chi-Square	334.514
	df	3
	Sig.	0.000

## 5) Perceived Quality

Perceived Quality is subjected to the KMO value and Bartlett's Spherical Test. Table 3.7 shows that the KMO value for Customer Satisfaction is 0.824 ( $>0.7$ ), and the Sig value for Bartlett's Spherical Test is 0.000, so it is in line with the conditions of factor analysis.

**Table 3.7** Perceived Quality KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.824
The Bartlett's Test of Sphericity	Approx. Chi-Square	608.075
	df	3

	Sig.	0.000
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6) Promotion

Promotion is subjected to the KMO value and Bartlett's Spherical Test. Table 3.8 shows that the KMO value for Customer Satisfaction is 0.785 ( $>0.7$ ), and the Sig value for Bartlett's Spherical Test is 0.000, so it is in line with the conditions of factor analysis

**Table 3.8** Promotion KMO and Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.785
The Bartlett's Test of Sphericity	Approx. Chi-Square	327.062
	df	4
	Sig.	0.000

7) Purchase Intention.

Purchase Intention is subjected to the KMO value and Bartlett's Spherical Test. Table 3.9 shows that the KMO value for Customer Satisfaction is 0.868 ( $>0.7$ ), and the Sig value for Bartlett's Spherical Test is 0.000, so it is in line with the conditions of factor analysis.

**Table 3.9** Purchase Intention KMO and the Bartlett's Spherical Test

KMO and the Bartlett's Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		0.868
The Bartlett's Test of Sphericity	Approx. Chi-Square	497.562
	df	4
	Sig.	0.000

## Chapter 4: Findings

### 4.1 Introduction

Chapter Four discusses, the result of data analysis. Using the quantitative research method, the data reliability and validity of the collected questionnaires were analyzed to determine the validity of the collected data. Descriptive statistics and correlation analysis were used to analyze the data to understand the variables' relationship further. The analysis to verify the hypotheses clarified the interactions of the variables in the model: word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention.

### 4.2 Description of Statistical Variables

Table 4.1 shows that the first objective of this paper is to analyze the frequency of using social media sites on demographic characteristics. This section describes the results of the descriptive analysis. Of the categories of products or services recommended by social media influencers selected by respondents, the most popular choice was fabric(clothes). Other product categories include fitness and electronics services. The majority of the males who answered the questionnaire for this study were 73.5% (286 people), and most of the respondents who answered the questionnaire were between the ages of 18 and 21, i.e. 59.8% (234 people).

Facebook is the most used social media platform. From the 390-survey sample, 72% (280 people) frequently used Facebook, followed by Instagram at 11% (58 people).

Table 4.1: Demographic Characteristics (Sample Size, n=390)

Item	Category	Frequency	Percentage
Gender	Male	286	73.5
	Female	104	26.5
Age	18-21	234	59.8
	22-25	148	37.1
	Above 25	8	3.0

Education	UG	261	66.7
	PG	129	33.3
Social Media Site Usage Frequency	Less than 1 hour	78	19.7
	1 to 3 hours	46	12.1
	4 to 7 hours	81	21.2
	7 to 12 hours	95	24.2
	More than 12 hours	90	22.7
Social Media Platforms	Facebook	280	72.0
	Instagram	58	11.4
	Twitter	27	9.1
	Pinterest	25	7.6
Social Media Impact	Positive	172	44.7
	Negative	58	14.4
	Natural	160	40.9
Purchasing Process	User Reviews	284	73.5
	Ask a friend for product information	55	13.6
	Discounts and Coupons	47	12.9
	All are same	0	0
Social Media Vs Traditional Media	I prefer social media because it is more effective	234	59.1
	I prefer traditional media advertising because it is less interactive	156	40.1

Another objective is to find the products that are mostly purchased by youngsters in online shopping concerning gender. It could be analyzed by column chart. The below Figure 4.1, represents various products purchased by youngsters online.

This study considered five products that are most commonly purchased by youngsters: electronic items, clothing and apparel, books/stationery/notebooks, kitchen items/household items, and fitness. The following figure clearly shows that clothing and apparel are the most preferred by 50% of female youngsters and only 45% of male youngsters.

Books/stationery/notebooks are purchased by less than 8% of male youngsters and 10% of female youngsters. The second most purchased product is clothing, with 40% of male and 50% of female youngsters. The rest of the products purchased by youngsters (kitchenware/appliances and furniture) showed limited percentages of online purchasing through various social media sites.



Figure 4.1: Product Purchase in online Analyzed with Gender

### 4.3 Results of the Study

For the last objective we are using Correlation analysis tests the linear relationship between two or more variables. Correlation analysis of the data gives an idea about the strength of the relationship ranging from -1 to 1. The closer the Value of r is to 1 or -1, the stronger the correlation, and the closer it is to 0, the weaker the correlation. According to Table 4.2, the correlation coefficients, r, range from 0 to 1 and are significantly correlated at the 0.01 level, and there is a significant correlation between the two variables ( $P < 0.01$ ). Correlation results among all variables such as Word of Mouth (WOM), E-Advertising (ADV), Consumer Trust (CT), Perceived Usefulness (PU), Perceived Quality (PQ), Promotion(P), and Purchase Intention (PI).

Table 4.2: Correlation analysis

	WOM	ADV	CT	PU	PQ	P	PI
WOM	0.625**						
ADV	0.645**	0.630**					
CT	0.608**	0.672**	0.654**				
PU	0.602**	0.706**	0.669**	0.654**			
PQ	0.596**	0.661**	0.607**	0.715**	0.720**		
P	0.620**	0.630**	0.654**	0.732**	0.745**	0.750**	
PI	0.653**	0.641**	0.596**	0.670**	0.612**	0.560**	0.680**

**NOTE : \*P<0.05, \*\*P<0.01, \*\*\*P<0.001**

According to the table, it can be learned that Pearson's correlation coefficient of word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention are all greater than 0.5, less than 0.9, and  $P<0.01$ , which indicates that there is a correlation between each variable and it is positive.

1. Word of mouth has a positive impact on purchase intention. ( $r=0.653$   $p<0.01$ )
2. Advertising has a positive impact on purchase intention. ( $r=0.641$   $p<0.01$ )
3. Consumer trust has a positive impact on purchase intention. ( $r=0.596$   $p<0.01$ )
4. Perceived usefulness has a positive impact on purchase intention. ( $r=0.670$   $p<0.01$ )
5. Perceived quality has a positive impact on purchase intention. ( $r=0.612$   $p<0.01$ )
6. Promotion has a positive impact on purchase intention. ( $r=0.560$   $p<0.01$ )



## **Chapter 5: Conclusion and Recommendation**

### **5.1 Conclusion**

This study used the quantitative research method to investigate the influence of social media on youngsters' purchase intention. Through a carefully designed survey and rigorous statistical analysis using SPSS, this study successfully delineated the relationships between various factors including word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, promotion, and purchase intention.

#### **5.1.1 Summary of Demographic Factors**

According to the results of the demographic characteristics in Chapter 4, most of the subjects were male, aged between 18 and 21 years old 73.5%, and the remaining 26.5% of respondents were female youngsters. Respondents of the 18-21 years age group are 59%, the age group belongs to 22-25 years 37%, and the rest of the percent belongs to the above 25 years age group. Also, Gender has no significant relation with the frequency of using social media sites on youngsters. Clothing and apparel are mostly purchased by female rather than male youngsters. Likewise, electronic items are mostly purchased by male youngsters rather than female youngsters. These findings inferred that e-advertising on social media sites positively induces youngsters to buy products online, and it helps companies enhance their sales.

Social media users trust product reviews that are posted by their friends on social media sites. Thus, firms could use discounts or coupons to have consumers recommend their products via social media. The report stated that product reviews positively impact customer purchase intention. So, marketers can encourage customers to share positive experiences on social media.

#### **5.1.2 Summary of Factors Affecting Purchase Intention of Youngsters**

Based on the literature review on purchase intention key factors theories, this study identified key factors that influence the purchase intention of youngsters on social media. These factors include word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, and promotion. Word of mouth significantly impacts youngsters' purchase decisions as recommendations from peers and influencers enhance trust and interest in products. E-advertising,

characterized by its engaging and interactive nature, proves to be more effective than traditional advertising in capturing the attention of young consumers. Consumer trust, which encompasses confidence in online transactions and the credibility of social media information, also plays a crucial role. Perceived usefulness, or the practicality and convenience of online shopping facilitated by mobile apps, further drives purchase intentions. Additionally, perceived quality, boosted by endorsements from social media influencers, convinces youngsters of the high standards of promoted products. Finally, promotion, including special offers and engaging content, effectively stimulates the desire to purchase. Together, these factors create a comprehensive framework that highlights the significant influence of social media on the purchasing behavior of the youngsters.

### **5.1.3 Summary of Findings: Word of Mouth, E-Advertising, Consumer Trust, Perceived Usefulness, Perceived Quality, and Promotion have positive effects on Purchase Intention**

This study investigated the factors influencing the purchase intentions of youngsters through social media. Using the quantitative approach and the detailed questionnaire, the study analyzed the responses from 390 participants to determine the impact of word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, and promotion. The analysis revealed the following key findings:

#### **1. Word of Mouth (WOM):**

Word of mouth was found to have a significant positive impact on purchase intention. Youngsters are greatly influenced by recommendations and shared experiences from their peers on social media platforms. The correlation coefficient for WOM was high, indicating a strong relationship with purchase intention ( $r=0.653$ ,  $p<0.01$ ).

#### **2. E-Advertising:**

E-advertising significantly influenced purchase intentions among youngsters. The study showed that advertisements on social media are more effective and engaging compared to traditional media. The correlation coefficient for e-advertising was also strong ( $r=0.641$ ,  $p<0.01$ ).

### 3. Consumer Trust:

Consumer trust in social media sources and online information was a crucial factor. When youngsters perceive social media platforms as trustworthy, they are more likely to follow through with purchase intentions. Consumer trust had a positive correlation with purchase intention ( $r=0.596$ ,  $p<0.01$ ).

### 4. Perceived Usefulness:

The perceived usefulness of online shopping platforms and mobile apps was another significant factor. The ease and efficiency of online shopping increased the likelihood of youngsters making purchases. This factor had a strong positive impact on purchase intention ( $r=0.670$ ,  $p<0.01$ ).

### 5. Perceived Quality:

Products endorsed by social media influencers were perceived to be of higher quality, which positively influenced purchase intentions. The perceived quality had a strong correlation with purchase intention ( $r=0.612$ ,  $p<0.01$ ).

### 6. Promotion:

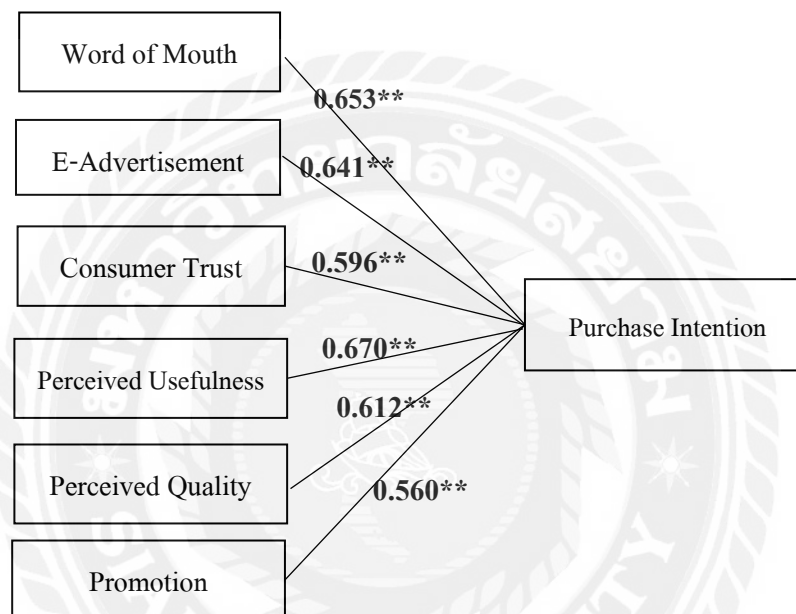
Promotional activities on social media, including discounts, special offers, and engaging content, significantly boosted purchase intentions. Promotions created a sense of urgency and attractiveness, encouraging youngsters to make purchases. The correlation for promotion was positive and significant ( $r=0.560$ ,  $p<0.01$ ).

as shown in Table 5.1.

Table 5.1 Hypothesis Testing

	Hypothesis	Result
1	Word of mouth has a positive impact on purchase intention.	Supported
2	Advertising has a positive effect on purchase intention.	Supported

3	Consumer trust has a positive impact on purchase intention.	Supported
4	Perceived usefulness has a positive effect on purchase intention.	Supported
5	Perceived quality has a positive effect on purchase intention.	Supported
6	Promotion has a positive impact on purchase intention.	Supported



**Figure 5.1: Final Model**

According to the above analysis, the findings suggest that social media significantly influences the purchase intention of youngsters through multiple factors. Marketers can leverage these insights to develop effective social media strategies that enhance consumer engagement and drive sales. By focusing on word of mouth, e-advertising, consumer trust, perceived usefulness, perceived quality, and promotion, businesses can better target the youngsters and increase their purchase.

## 5.2 Recommendation

Summarizing the above content, to make future research more accurate and progressive, the following points are suggested for future research directions.

First, this study does not limit variables such as gender, age, education, or location. Therefore, in the future, researchers will be able to study not only specific Youngsters but also men, women, the elderly, consumers with purchasing experience, etc., to better understand and explain the research situation...

Second, this study did not select fixed social media influencers to survey Youngsters but instead responded to the survey. In the future, we hope to conduct research on leading social media influencer candidates and compare how differences in impressions of key elements of several leading social media influence purchase intent. It will be. Therefore, the support effects and influence mechanisms of social media can be further investigated.

Third, while increasing the sample size, individual interviews can be utilized to gather inquiries about information, and subjective inquiries can be utilized to come about at a level other than quantitative inquiries to way better get Youngsters innermost thoughts.

#### (1) WOM

WOM and e-WOM whereas the same, are at the same time exceptionally distinctive. The Web has changed conventional WOM into e-WOM. The communication of suppositions is not done interpersonally (i.e., person-to-person or face-to-face), but may be intervened by ICT. Be that as it may, the numerous considers conducted (e.g., Katz and Lazarsfeld, 1966; Brown et al., 2007; Daugherty and Hoffman, 2014; Yang, 2017) concur that they are the media most able to influence consumer behavior and the foremost regularly utilized to get data sometime recently, amid, and after consuming a given item or benefit. For case, within the field of tourism, e-WOM is considered the foremost powerful pre-purchase source of travel data (Sotiriadis and Van Zyl, 2013).

Word-of-mouth (WOM) as a marketing strategy on social media holds significant potential for building brand recognition and fostering purchase intention. By leveraging the organic sharing and recommendation behaviour inherent in social networks, brands can cultivate a community of engaged advocates who amplify their messages. This grassroots approach not only enhances brand visibility but also instils trust and credibility among consumers, leading to heightened purchase consideration. In academic discourse, understanding and harnessing the

mechanisms of WOM on social media platforms offer valuable insights into consumer behavior and effective marketing strategies.

### (2) E-Advertisement

Sofi et al. (2018) stated that advertisement substantially predicts youngster buying behavior, while such an association becomes stronger when advertisements actively produce positive outcomes. In the same sense, this study has proved the mediation effect of purchase intention between advertisements and youngster's buying behavior. It implies that youngster buying behavior increases with an increase in an advertisement while such an increment becomes robust when brand association plays an active role. In this regard, several prior research studies have stated that youngsters become more loyal toward the brand when brand awareness substantially works (Sasmita and Mohd Suki, 2015; Sürücü et al., 2019).

In the realm of electronic advertising (E-Advertisement) on social media platforms like TikTok and Facebook, brands can implement a strategic approach to enhance their brand presence effectively. This entails crafting tailored content that aligns with each platform's unique characteristics and user demographics. Leveraging advanced targeting options, brands can precisely reach their desired audience segments, maximizing engagement and conversion rates. Additionally, fostering collaborations with influential figures within these platforms can further amplify brand messaging and increase visibility. By adopting such a comprehensive marketing strategy, brands can optimize their E-Advertisement efforts on TikTok and Facebook, thereby bolstering brand recognition and fostering consumer engagement in the digital landscape.

### (3) Consumer Trust

The presented results showed that in the context of forums and communities and ratings and reviews, the relationship between trust and purchase intention is stronger than that from recommendations and referrals. There are massive active consumers in forums and communities or review and rating websites (Lu et al., 2016). They can easily establish their profiles, post product information and shopping experience, reply to the comments they receive, and show interest in other members' posts to build their online social networks, which make available to facilitate trust improvement and the likelihood of purchase (Leong et al., 2018). The communication channels embedded in forums and communities provide individuals with the

possibility to take part in group discussions, share commercial-related information, and trigger intense interactions among participants, which can enhance the feeling of social presence, confidence, and willingness to purchase (Hajli, Sims, et al., 2017; Hajli, Wang, et al., 2017).

In leveraging social media platforms like TikTok and Facebook to cultivate trust in a brand, a strategic approach is paramount. Firstly, brands should prioritize authenticity and transparency in their communication, aligning messaging with core values to resonate with audiences authentically. Secondly, fostering meaningful interactions and engaging with user-generated content can humanize the brand and establish rapport with consumers. Thirdly, leveraging social proof mechanisms, such as testimonials and reviews, prominently on these platforms can reinforce trustworthiness. Lastly, actively addressing customer concerns and feedback demonstrates a commitment to consumer satisfaction and further solidifies trust. By integrating these strategies into their social media marketing efforts, brands can effectively build and maintain trust among audiences on platforms like TikTok and Facebook.

#### (4) Perceived Usefulness

The result improves the perceived easy-to-use impact significantly on youngster satisfaction. This result supports a previous study stating that perceived easy-to-use positively impacts the youngster's perceived usefulness and satisfaction (Abu-Al-Aish et al., 2013). Moreover, Almaiah et al. (2021) stated that perceived easy-to-use positively influences perceived usefulness in mobile learning platforms. A similar result to this research by Elkaseh et al. (2016) revealed that perceived easy-to-use has a significant relationship with perceived usefulness. There are a lot of causes why perceived easy-to-use can influence youngster's perceived usefulness of online learning. First, perceived easy-to-use is based on the quality of content and services (Almaiah et al., 2021).

In formulating a marketing strategy centered on the perceived utility of social media platforms like TikTok, Instagram, and Facebook, brands are advised to prioritize content congruent with users' exigencies and inclinations, while harnessing the distinct attributes of each platform. For TikTok, an emphasis should be placed on succinct video content that both entertains and delivers value to the viewership, strategically capitalizing on prevailing trends and challenges to bolster engagement.

#### (5) Perceived Quality

Furthermore, this study has found that perceived quality moderated the relationship between brand awareness, brand loyalty, and youngsters buying behavior. In this regard, several prior research studies have stated that perceived quality attracts potential youngsters from the market, and consequently, the company's growth increases (Akrouf and Nagy, 2018; García-Fernández et al., 2018). However, this study has tested moderation of perceived quality which is statistically supported by the findings. Therefore, it is concluded that brand awareness increases loyalty and buying patterns and that when perceived quality is offered, brand awareness substantially predicts youngsters buying behavior and brand loyalty.

In formulating a marketing strategy aimed at accentuating perceived quality attributes, encompassing aspects such as product quality, function, and performance, especially within the realm of social media platforms like TikTok, Instagram, and Facebook, brands ought to embrace a nuanced approach tailored to the distinct user dynamics inherent in each platform. Harnessing TikTok's predilection for succinct, visually captivating video content, brands can adeptly showcase product attributes, accentuating quality and functionality through imaginative narrative techniques. On Instagram, leveraging meticulously curated imagery and content can effectively convey product performance, resonating with users who aspire to aspirational lifestyles. Conversely, on Facebook, a strategic blend of informative discourse and user-generated content can engender constructive dialogues about product features and advantages, thereby enriching the perception of quality. By seamlessly integrating these platforms into a cohesive marketing strategy, brands can adeptly communicate the essence of product excellence, reinforcing favorable perceptions and engendering heightened consumer engagement and allegiance.

#### (6) Promotion

Earlier research showed that sales promotions have the strongest impact on the maturity stage of the brand comparing advertisements (Asghar et al., 2015). It also helps to generate maximum market share on a short-time basis (Neha & Manoj, 2013). This research carried two main purposes i.e. from the seller's perspective and the consumer's perspective. From the seller's perspective (manufacturers and retailers), it is evident that the sales promotional tools are the



strongest medium to generate spot sales promptly. The marketers and brand managers can have more allocation of budgets/spending on sales promotions to get immediate sales numbers.

Implementing a robust marketing strategy to promote social media platforms like TikTok and Facebook to augment purchase intention among youngsters necessitates a nuanced and multifaceted approach. Initially, meticulous planning is imperative to design targeted promotional campaigns meticulously tailored to underscore the distinctive attributes and advantages of each platform. These campaigns should be meticulously crafted to resonate with the unique interests and preferences characteristic of the youngster demographic. Such endeavors may entail showcasing user-generated content, facilitating interactive challenges, and offering exclusive promotional incentives to captivate the attention of youngsters and stimulate engagement. Furthermore, the strategic utilization of influencer collaborations with esteemed youngster influencers can serve to imbue promotional efforts with an aura of authenticity, thereby fostering a heightened sense of relatability among the intended audience.

### **5.3 Implications of the Study**

The significance of this study “A Study of Social Media Marketing Strategies on Youngsters Purchase Intention” provides marketers and researchers with valuable information to understand the dynamics of consumer behavior in the digital environment. provide insight.

First, we demonstrate the importance of word of mouth (WOM) in the context of social media and highlight its potential as a powerful advertising tool. By recognizing the impact of peer recommendations and user-generated content, marketers can leverage the inherent social nature of these platforms to drive natural brand advocacy among youngsters

Second, this study highlights the important role of consumer trust in forming purchase intentions on social media sites. Through transparent and authentic communication strategies, companies can strengthen youngster's trust and increase their receptivity to marketing messages and purchase intent.

Additionally, the results highlight the importance of perceived usefulness and quality in purchase intentions in this population. Marketers can use these insights to increase a product's appeal to youngsters by adjusting product messaging and positioning strategies that highlight the product's practical benefits and superior features. Additionally, this study highlights the need to

strategically target advertising efforts based on key factors identified, such as social influence and perceived usefulness.

By designing advertising campaigns that align with youngster's motivations and preferences, marketers can increase the effectiveness of their outreach efforts and maximize engagement results. Ultimately, by integrating these insights into marketing strategies, companies can optimize their social media presence, effectively influence purchase intent, and increase consumer engagement and loyalty in digital marketplaces. can be promoted.

## **5.4 Limitation and Direction of Future Research**

### **5.4.1 Limitation**

First, the questionnaire in this study is an internet survey arranged. Among the substantial tests collected, the age bunches are unevenly distributed and the study scope isn't comprehensive sufficient. Besides, it is inconceivable to precisely evaluate the viability of person surveys. For case, a few individuals rush to total overviews to spare time or allow as well numerous comparative scores on appraisal questions, adversely affecting the introduction of their inquiry.

Due to time constraints, data collection was mainly conducted with Youngsters. The products that Youngsters purchase through social media sites are general and not limited to specific products. I selected the respondents as Youngsters pursuing undergraduate and graduate studies, and data was collected online only based on my convenience. This limitation should be effectively overcome in the future. Researchers can focus on several components, including A larger sample should be collected to gain in-depth knowledge about online shopping through social media sites, including previous online shopping experiences, customer engagement, and social influence.

### **5.4.2 Future Research**

Future research in the domain of understanding the impact of key drivers on social media platforms on youngster's purchase intention should adopt a multifaceted approach by encompassing respondents from diverse generational cohorts. Such an approach would involve the inclusion of individuals from Generation X, Generation Y (also known as Millennials), Generation

Z, as well as silver consumers (representing older age groups). This multi-generational framework would enable researchers to conduct comprehensive analyses and comparisons across different age groups, thereby offering valuable insights into the nuances of consumer behavior and perception across generations.

By employing multi-group analysis techniques, researchers can systematically examine how the key drivers affecting purchase intention on social media sites vary or remain consistent across different generational cohorts. This comparative analysis would facilitate the identification of unique patterns, preferences, and behaviors exhibited by each generation in response to online advertisements and promotional strategies on social media platforms. Furthermore, it would allow for the exploration of potential similarities or disparities in the factors influencing purchase intention among youngsters and older consumers.

Additionally, future research should consider integrating advanced methodologies such as structural equation modeling (SEM) or latent class analysis (LCA) to elucidate complex relationships and interactions among the key drivers and purchase intention within each generational group. Such analytical approaches would enhance the rigor and depth of empirical investigations, thereby yielding more robust findings and theoretical insights.

In conclusion, future research endeavors should embrace a multi-generational perspective and employ sophisticated analytical techniques to comprehensively explore the effects of key drivers on youngster's purchase intention on social media sites. By doing so, scholars can contribute to a more nuanced understanding of consumer behavior in the digital era and inform the development of targeted marketing strategies tailored to different generational cohorts.

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## APPENDIX QUESTIONNAIRE

Dear Respondent,

The questionnaire is a research project conducted by me, Mohammed Sahil, as a requirement of the Master of Business Administration program of SIAM University Bangkok. The purpose of the research is to examine “A STUDY OF SOCIAL MEDIA MARKETING STRATEGIES ON YOUNGSTERS PURCHASE INTENTION”. Feel free to contact me for any questions and more information about my research or this survey. All data collected from this survey are only for this research purpose. Every response from you in this survey will be kept confidential and secret. Only aggregate data will be published.

### Questionnaire

#### SECTION 1:

Personal basic information.

**Gender:**  Male  Female

**Age:**  18~21  22~25  above 25 (include)

**Educational level:**  UG  PG

#### SECTION 2:

Social-Media Includes such as Instagram, Facebook, Twitter, YouTube...etc.

**Do you have a habit of using social media?**  Yes  No

**Which social media is more commonly used?**

Facebook  Instagram  Twitter  Pinterest

**How much do you spend Time on Social Media Sites?**

Less than 1 hour  1-3 hours  4-7 hours  7-12 hours

**What is the impact of social media on Youngsters?**

Positive  Negative  Neutral

**At the time of online shopping, what do you prefer more?**

User Reviews  To ask friends about Product information Discounts and Coupons

All are the same

**Which Method do you choose for Shopping social media vs. Traditional Media?**

I prefer social media because it is more effective

Prefer traditional media advertisement because it is less interactive

### SECTION 3:

Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number "√." The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree (or strongly disagree), two indicates relatively disagree (or relatively disagree), three indicates neither agree or disagree, four indicates relatively agree (or relatively agree), and five indicates strongly agree (or strongly agree)

Measuring item	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<b>Purchase Intention</b>					
1. Buy a few of the items or administrations you see on social media.					

2. A few of my later buys were based on data I found on social media destinations.					
3. When brands utilize social media, it increases my intrigue in acquiring their items and administrations.					
4. I am exceptionally likely to purchase an item or benefit that a companion prescribes on social systems.					
<b>Word of mouth</b>					
5. In some cases, I share my favorite items, brands, and administrations with my companions through social media.					
6. Send invitations to companions to connect your item or brand bunches on social media destinations.					
7. Once you see an item on a social media location, you get likes. Appear your appreciation by clicking "Like"					
8. I send out invitations to companions to connect bunches for brands and items I think they'll like.					
<b>E-Advertising</b>					

9. Social media advertising is more interesting than traditional media advertising.					
10. Purchase products promoted on social media via e-shop.					
11. Social media advertising is more profitable than traditional advertising.					
<b>Customer 's trust</b>					
12. I'll probably (soon) buy products online soon.					
13. I feel like you can find shopping tips and information on social media sites					
14. Social media marketing keeps you up to date with new products and services					
<b>Perceived Quality</b>					
15. I believe (brands) become very functional after social influencers promote their products/services					
16. The quality of __(brand)__ looks very high after the social influencer promotes the product/service					

17. I believe that __ (brand) __ must be of very high quality after the social influencer promotes the product/service.					
<b>Promotion</b>					
18. Sharing photos and videos makes people want to know more about your products.					
19. I saw this special offer and wanted to take a look at the website.					
20. This special offer will increase your desire to purchase the product.					
21. When a photo or video is shared on social networks, people want to go to the product they saw in the photo or video.					
<b>Perceived Usefulness</b>					
22. Purchasing online is very easy via the mobile a					
23. Mobile app allows you to make online purchases very quickly					
24. Mobile apps can help improve performance, effectiveness, and productivity when searching for and purchasing the products you want to buy.					