

3B-3



**UNIVERSITI PUTRA MALAYSIA**  
AGRICULTURE • INNOVATION • LIFE

## HOW POWERFUL SOCIAL MEDIA INFLUENCES UNIVERSITY STUDENTS' PURCHASE BEHAVIOUR?

**SYUHAILY OSMAN & LIEW SOO WEI**

Department of Resource Management and Consumer Studies,  
Faculty of Human Ecology, Universiti Putra Malaysia  
syuly@upm.edu.my

BERILMU BERBAKTI  
WITH KNOWLEDGE WE SERVE

 **Universiti Putra Malaysia** AGRICULTURE • INNOVATION • LIFE

## RESEARCH BACKGROUND

There were **33.03 million** internet users in Malaysia at the start of 2023, when internet penetration stood at **96.8 percent**.


A total of **26.80 million** social media users in January 2023, equating to **78.5 percent** of the total population.

A total of **44.05 million** cellular mobile connections were active in Malaysia in early 2023, with this figure equivalent to **129.1 percent** of the total population. (Malaysian Communications and Multimedia Commission, 2023).

Social media has become an important marketing tool for promotional products and services because social media gives marketers a new chance to interact with customers via online social engagement (Singh, 2020).


Individuals used their smartphones for more than five hours per day on average in 2017 and social media influenced 75% of purchase decisions (Statista, 2018).

When users are referred to a product through social media, their chances of purchasing it increase by 71% (Chopra et al., 2020).


**Universiti Putra Malaysia** AGRICULTURE • INNOVATION • LIFE

## PROBLEM STATEMENT

- Social media advertising through the companies' social media accounts is able to let the consumer be exposed to the brand and also the products (Singh, 2020).
- Varghese and Agrawal (2021) stated that the reviews from social media also affect consumers' intention to purchase the product.
- The social media influencers have the power to influence their followers and this is why the consumers choose to trust the influencers' recommendations (Singh, 2020).
- Even though many researchers have done research on the impact of social media advertising, reviews and social media influencers' recommendations on consumer purchase behaviour, but the above factors are mostly explored separately in other countries.

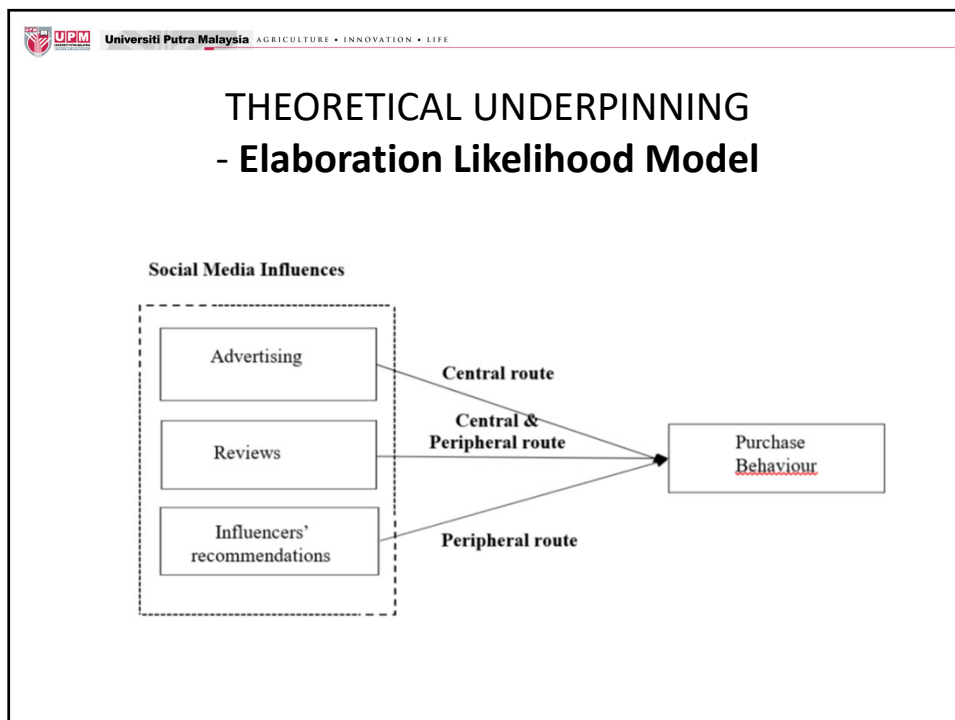
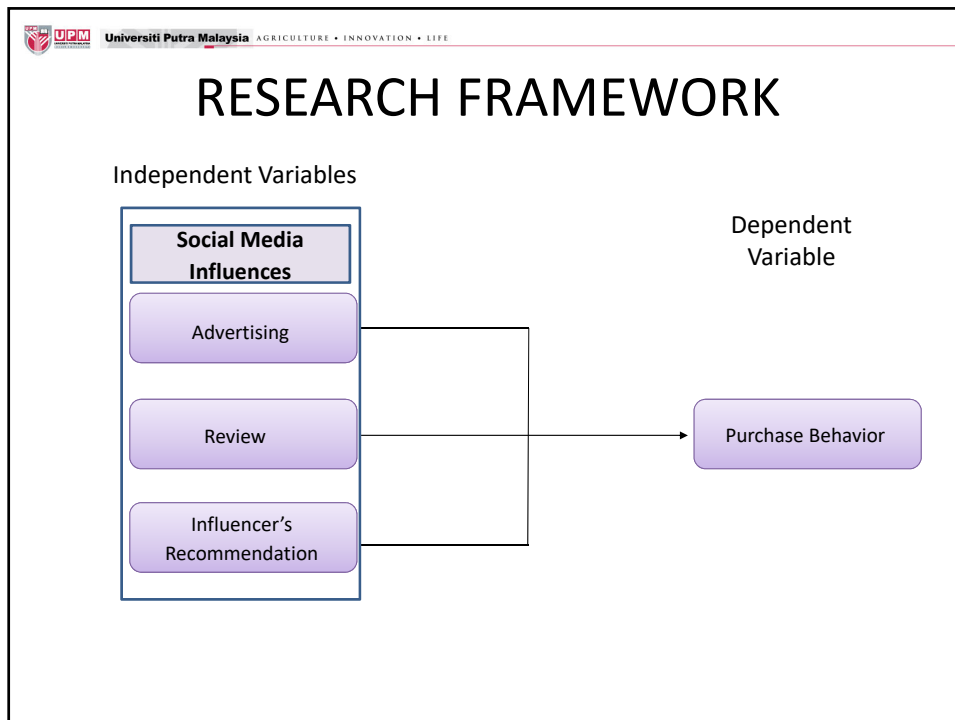

**Universiti Putra Malaysia** AGRICULTURE • INNOVATION • LIFE


## GENERAL OBJECTIVE

To study the influence of social media on consumer purchase behaviour among students of Universiti Putra Malaysia.

### Specific Objectives


1. To investigate in consumer purchase behaviour through social media in Universiti Putra Malaysia
2. To determine the level of social media influences (advertising, reviews and influencers' recommendations) on consumer purchase behaviour
3. To examine the relationship between social media influences (advertising, reviews and influencers' recommendations) and the consumer purchase behaviour in Universiti Putra Malaysia
4. To identify the most dominant factor influencing the consumer purchase behaviour in Universiti Putra Malaysia



 **Universiti Putra Malaysia** AGRICULTURE • INNOVATION • LIFE

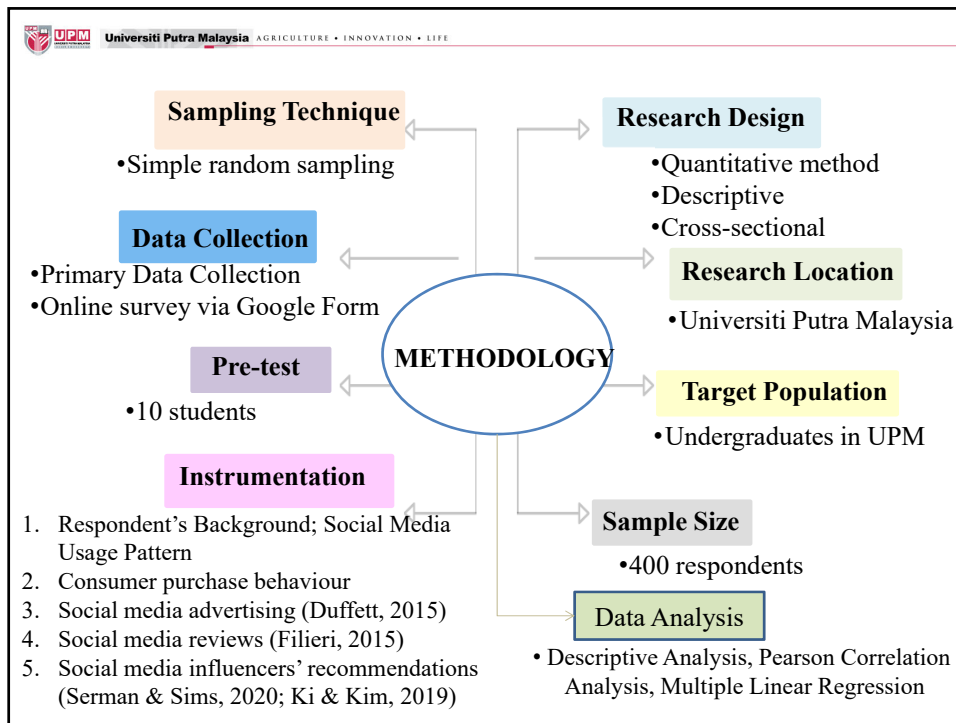
## HYPOTHESES

- $H_{o1}$ : Social media advertising has a significant relationship with consumer purchase behaviour.
- $H_{o2}$ : Reviews through social media have a significant relationship with consumer purchase behaviour.
- $H_{o3}$ : Social media influencers' recommendations have a significant relationship with consumer purchase behaviour.
- $H_{o4}$ : Social media advertising, reviews or influencers' recommendations is the most significant determinant of consumer purchase behaviour.

 **Universiti Putra Malaysia** AGRICULTURE • INNOVATION • LIFE

## LITERATURE REVIEW

Variables	Research Finding	Sources
Consumer Purchase Behaviour	Advertising, reviews and influencers' recommendations through social media has significant relationship on the consumer purchase behaviour.	<ul style="list-style-type: none"> <li>• Varghese and Agrawal (2021)</li> <li>• Hinterstein (2020)</li> <li>• Gupta et al. (2020)</li> </ul>
Social Media Advertising	Social media advertising is a significant influence on consumer purchase behaviour.	<ul style="list-style-type: none"> <li>• Bandara (2020)</li> <li>• Sriram et al. (2021)</li> </ul>
Social Media Reviews	Social media reviews is a significant influence on consumer purchase behaviour.	<ul style="list-style-type: none"> <li>• Zhang et al. (2020)</li> <li>• Helversen et al. (2018)</li> </ul>
Social Media Influencers' Recommendations	Social media influencers' recommendations is a significant influence on consumer purchase behaviour.	<ul style="list-style-type: none"> <li>• Gupta et al. (2020)</li> <li>• Sriram et al. (2021)</li> </ul>
Elaboration Likelihood Model	The persuasion can occur when the consumers look through the advertising, reviews and influencers' recommendations on social media.	<ul style="list-style-type: none"> <li>• Hooper (2019)</li> <li>• Chou et al. (2022)</li> </ul>

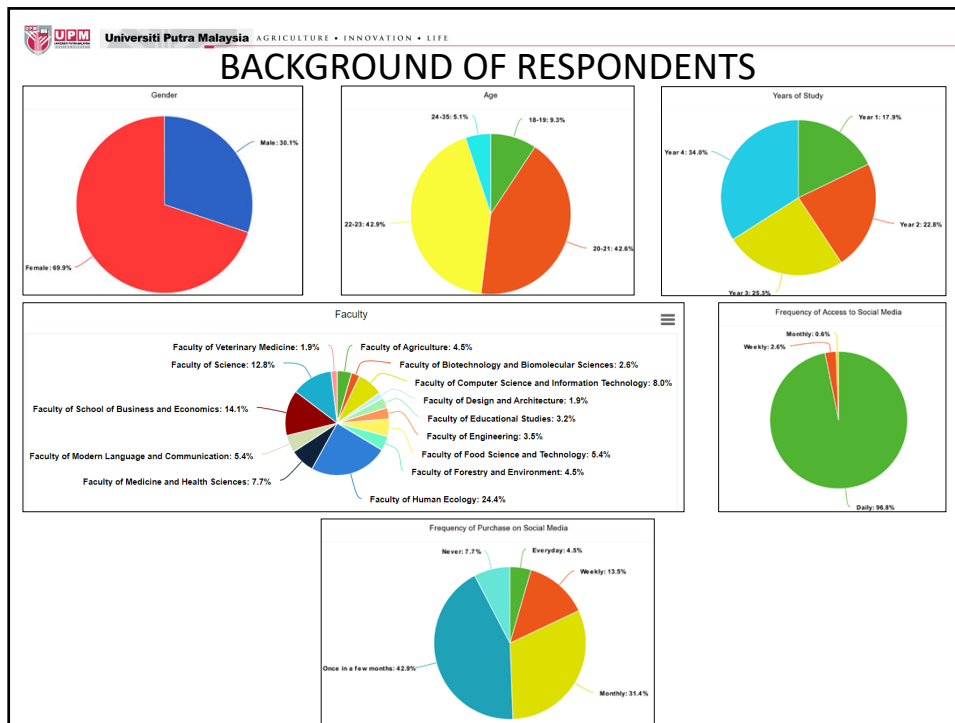


### Validity and Reliability Assessment

Construct validity (EFA)	KMO	Bartlett's test	Communality	Total variance explained	Rotated component matrix
	0.894	p=0.000	Above the minimum 0.5 recommended level (Hair et al, 2006).	62.673	4 constructs

Reliability Test	Variables	Pre-test	Cronbach's alpha values need to be 0.6 and above to be considered as an acceptable level and high reliability (Nunnally and Bernstein, 1994)
	Consumer Purchase Behaviour	0.851	
	Social Media Advertising	0.626	
	Social Media Reviews	0.761	
	Social Media Influencers' Recommendations	0.829	



Universiti Putra Malaysia AGRICULTURE • INNOVATION • LIFE

## RESULTS AND DISCUSSION

Objectives	Hypothesis	Result																								
RO1: To investigate in consumer purchase behaviour through social media in Universiti Putra Malaysia	-	<p><b>CONSUMER PURCHASE BEHAVIOUR</b></p> <table border="1"> <tr><th>Level</th><th>Percentage</th></tr> <tr><td>Low</td><td>7.4%</td></tr> <tr><td>Medium</td><td>25.3%</td></tr> <tr><td>High</td><td>67.3%</td></tr> </table>	Level	Percentage	Low	7.4%	Medium	25.3%	High	67.3%																
Level	Percentage																									
Low	7.4%																									
Medium	25.3%																									
High	67.3%																									
RO2: To determine the level of social media influences (advertising, reviews and influencers' recommendations) on consumer purchase behaviour	-	<p><b>SOCIAL MEDIA ADVERTISING</b></p> <table border="1"> <tr><th>Level</th><th>Percentage</th></tr> <tr><td>Low</td><td>12.2%</td></tr> <tr><td>Medium</td><td>46.5%</td></tr> <tr><td>High</td><td>41.3%</td></tr> </table> <p><b>SOCIAL MEDIA REVIEWS</b></p> <table border="1"> <tr><th>Level</th><th>Percentage</th></tr> <tr><td>Low</td><td>7.1%</td></tr> <tr><td>Medium</td><td>37.8%</td></tr> <tr><td>High</td><td>55.1%</td></tr> </table> <p><b>SOCIAL MEDIA INFLUENCERS' RECOMMENDATIONS</b></p> <table border="1"> <tr><th>Level</th><th>Percentage</th></tr> <tr><td>Low</td><td>7.7%</td></tr> <tr><td>Medium</td><td>44.2%</td></tr> <tr><td>High</td><td>48.1%</td></tr> </table>	Level	Percentage	Low	12.2%	Medium	46.5%	High	41.3%	Level	Percentage	Low	7.1%	Medium	37.8%	High	55.1%	Level	Percentage	Low	7.7%	Medium	44.2%	High	48.1%
Level	Percentage																									
Low	12.2%																									
Medium	46.5%																									
High	41.3%																									
Level	Percentage																									
Low	7.1%																									
Medium	37.8%																									
High	55.1%																									
Level	Percentage																									
Low	7.7%																									
Medium	44.2%																									
High	48.1%																									

**RESULTS AND DISCUSSION** (continue)

Objectives	Hypothesis	Result
RO3: To examine the relationship between social media influences (advertising, reviews and influencers' recommendations) and the consumer purchase behaviour in Universiti Putra Malaysia	<p>H<sub>a</sub>1: Social media advertising has a significant relationship with consumer purchase behaviour.</p> <p>H<sub>a</sub>2: Reviews through social media have a significant relationship with consumer purchase behaviour.</p> <p>H<sub>a</sub>3: Social media influencers' recommendations have a significant relationship with consumer purchase behaviour.</p>	<p>H<sub>a</sub>1, H<sub>a</sub>2 and H<sub>a</sub>3 were supported</p> <p>H<sub>a</sub>1: r=0.629; p=0.000</p> <p>H<sub>a</sub>2: r=0.543; p=0.000</p> <p>H<sub>a</sub>3: r=0.487; p=0.000</p>
RO4: To identify the most dominant factor influencing the consumer purchase behaviour in Universiti Putra Malaysia	H <sub>a</sub> 4: Social media advertising, reviews or influencers' recommendations is the most significant determinant of consumer purchase behaviour.	<p>H<sub>a</sub>4 was partially supported</p> <p>Social Media Advertising: <math>\beta=0.463</math>; p=0.000</p> <p>Social Media Reviews: <math>\beta=0.336</math>; p=0.000</p> <p>Social Media Influencers' Recommendations: <math>\beta=0.049</math>; p=0.362</p> <p>F=101.580; R-square=0.497; Adjusted R-Square=0.492</p>

**Implications**

- **Businesses**
  - Recognize what factors affect consumers' purchases via social media
  - Use social media advertising to promote
- **Consumers**
  - Carefully analyse advertising, reviews and influencers' recommendations during purchases

**Recommendations**

- Other social media factors - reviews from social media connection, brand's social media presence
- Minimum sample size and on different age groups - middle-aged adults, elderly
- Causal factors of each social media influences
- Qualitative research method



*TERIMA KASIH/THANK YOU*

[www.upm.edu.my](http://www.upm.edu.my)

BERILMU BERBAKTI  
WITH KNOWLEDGE WE SERVE