

Impact of Social Media Marketing Activities on Online Purchase Intention for the Cosmetic Industry in Malaysia

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Abstract: In the digital era, marketing trends have undergone a significant transformation. A brand-new marketing channel that businesses are using to reach out to customers is social media. In this study, the effect of social media marketing methods on customers' desire to buy cosmetics is investigated. Entertainment, engagement, trendiness, personalization, and eWOM are the five social media marketing strategy dimensions that were examined in the study. Data were obtained using the convenience sample approach, and 260 valid questionnaires were gathered. Data analysis using the SEM-PLS method. The findings show that each of the five social media marketing strategy elements had a statistically significant impact on consumers' intention to make a purchase. Users' participation in online cosmetics purchases was found to be strongly influenced by entertainment.

Keywords: *Social Media Marketing Strategies, Purchase Intention, Cosmetic Industry*

1. Introduction and Background

Social media is a useful device for businesses with commercial interests and it helps improve the business operation (Gautam & Sharma, 2017; Rapp et al., 2013). Consumers also use social media to inform their purchasing decisions (Hutter et al., 2013). As more consumers are utilizing social media and businesses are incorporating it into their strategies, social media not only makes it easier for customers to interact with businesses, but it also gives customers a place to connect and engage with one another (Hall-Phillips et al., 2016). Thus, social media has become a popular medium for businesses to support their operations, including ways to improve relationships with their clients, advertise their goods or services, enhance their public image, and so on.

The usage of social media as a customer-centered communication channel and as an alternative to corporate marketing communication plans (Hutter et al., 2013). With this social media is increasingly viewed by modern companies as a method to perform promotional activities that efficiently reach targeted consumers for e-commerce. Social media marketing is the practice of using internet platforms like Facebook, Instagram and Twitter to advertise products or events to potential customers (Jamil et al. 2022). Social media marketing activity is an easy and quick way for the organization to communicate with consumers (Seo & Park, 2018) and a cost-efficient way to interact with customers (Kim & Ko, 2012).

Social media has emerged as one of the most often used marketing techniques by businesses (Umair et al, 2020) as it involves two-way interactive, low-cost, wide social networking and is convenient to reach customers (Irfan et al, 2017). Choedon et al. (2020) estimate that the value of social media marketing in the world surpasses USD billion. Social media marketing is a useful marketing strategy as it helps businesses to straightforwardly connect with their consumers, create brand awareness, and eventually sell more goods. Social media has been a popular marketing platform for the cosmetic industry in Malaysia to promote their product. According to a report in 2020, 57% of fashion and beauty businesses use social media influencers (SMIs) as a component of their marketing strategy and influencers rather than beauty brands themselves created the most popular beauty videos on YouTube (Starngage, 2020).

Therefore, this study investigates the impact of social media marketing (SMM) activities on customers' purchasing intentions (PI) in the Malaysian cosmetics sector. The SMM activities' entertainment, engagement, trendiness, customization, and word-of-mouth components make up the study's SMM dimensions. This study provides some theoretical and practical applications, particularly in the expanding online cosmetic e-commerce. Consequently, it is anticipated that this research would deepen understanding of the particular online e-commerce sector. The foundation of the literature review will be further discussed in the next section.

2. Literature Review

Social Media Marketing Activities

SMM is a new component of corporate marketing strategy that focuses on promoting goods, services, information, and ideas via online social media (Dahnil et al, 2014). Social media marketing activities were categorized by Kim and Ko (2010) into five categories: entertainment, trendiness, personalization, and electronic word of mouth. SMMA is defined as “a subcategory of online marketing/digital marketing that supports traditional promotion approaches” (Yadav & Rahman, 2018, p. 3884). SMMA is seen as a relational and promotional communication tool that supports the adoption of organizational marketing strategies by providing more interaction through online connections between businesses and customers (Ibrahim et al., 2020). By producing relevant and useful information for consumers, businesses may be able to predict their customers' future purchase patterns efficiently (Kim & Ko, 2012), increase the popularity of brand postings, bring in new customers, increase brand awareness, increase revenues, and encourage customer loyalty (Moslehpour et al., 2021). Studies have indicated that social media marketing efforts have a considerable impact on consumers' intentions to buy (Yadav & Rahman, 2017; Choedon & Lee, 2020).

Entertainment

User participation in social media and the creation of user-generated content is greatly influenced by entertainment. Entertainment on social media is a crucial component that promotes positive emotions, encourages engagement, and enhances the intention to use it regularly (Kang, 2005). Hudson and Hudson (2006) assert that marketers should combine entertainment material with marketing content to establish a strong emotional tie between their business and their audience. Users will communicate their positive feelings to other group members who can then utilize that information to influence their purchasing decisions when they are feeling joyful, content, or satisfied (Dobele et al., 2007). Cheung et al.'s (2020) investigation of consumer behavior on social media brand sites revealed a significant positive association between entertainment and consuming behavior.

Interaction

From the social media aspect, interaction refers to the process of discussion and communication between users, as well as between users and businesses, in which information is shared and ideas are traded. Social media interaction happens when users can easily converse and swap information and opinions with other members of the online community (Kim & Ko, 2010). Maoyan et al. (2014) claim that social media marketing interactions can be in terms of between clients or clients and businesses, but also allow businesses to promptly answer queries from customers. Cheung et al. (2020) found a positive significant relationship between interaction and consuming behavior on social media brand pages.

Trendiness

Trendiness is an element of social media marketing activities that provides clients with recent and updated information about the products (Godey et al., 2016). Many consumers attain information on various social media platforms because they think social media is a more trustworthy and convenient medium than company-sponsored communication through traditional promotional channels. Cheung et al. (2020) found an insignificant relationship between trendiness and consuming behavior on social media brand pages.

Customization

Customization is the degree to which information or services are adjusted to satisfy the desires of the customer (Schmenner, 1986). Customization evades the issue of information overload and improves the effectiveness of decision-making (Tam & Ho, 2006). In Customization, social media platforms not only posted information but also need to offer users a space where they can get the information they need and openly express their opinions (Kim and Ko, 2010). Martin and Todorov (2010) contend that businesses may use social media customization as a method to promote their uniqueness and boost brand preference and loyalty. Cheung et al. (2020) found an insignificant relationship between customization and consuming behavior on social media brand pages.

eWOM

Researchers have emphasized the need of understanding how consumers connect to one another in the digital world and how this might change the relationships (Borgatti et al., 2009; Sokolova and Kefi, 2020). According to Elseidi & El-Baz (2016) and Hussain et al. (2017), eWOM has grown to be a crucial factor in consumers' decision-making. Online customer reviews are one of the key elements that determine a brand's performance, and social

media has regularly had a favorable and negative impact on the reputation of brands (Taylor, 2018). eWOM is important attitudes comprehend customers' behavioral intentions (Gvili & Levy, 2016). Khan (2019) found a positive significant relationship between eWOM and purchase intention.

Based on the literature discussed above the proposed hypotheses are as follows:

H1: Entertainment has a positive relationship with online purchase intention for cosmetic products.

H2: Interaction has a positive relationship with online purchase intention for cosmetic products.

H3: Trendiness has a positive relationship with online purchase intention for cosmetic products.

H4: Customization has a positive relationship with online purchase intention for cosmetic products.

H5: eWOM has a positive relationship with online purchase intention for cosmetic products.

3. Research Methodology

This study is cross-sectional quantitative research through the self-administered online questionnaire. The convenience sampling method was applied in the data collection process conducted in Klang Valley, Malaysia. There were 300 questionnaires gathered in all, and 260 of them could be used (respondent rate: 86.67%). Using GPower version 3.1.9.7, the minimal sample size necessary was determined (Faul, Erdfelder, Lang & Buchner, 2007). As suggested by Cohen (1992), with a power of 0.95 and an effect size of 0.15, a 138 sample size is required with 5 predictors.

The measurement items in the questionnaire were designed by adapting from previous studies. All measurement items of the constructs in the study were measured with a 5-Point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Question items of the study to measure social media marketing strategies of entertainment, interaction, trendiness, customization and EMOW constructs were adapted from Laksamana (2018), Macharia & Cheng (2019) and Sharma et al. (2020). Items measuring online purchase intention were adapted from Toor et al. (2017). The WebPower online tool was to examine the multivariate normality with Mardia's multivariate skewness and kurtosis. The analysis results indicated the data were multivariate non-normality.

The analysis of the research model and structural equation modeling-partial least square (PLS-SEM) method was applied (Hair et al., 2017). The analysis was conducted using Smart PLS software version 3.8 (Ringle et al., 2015). The PLS-SEM analysis comprises measurement and structural models.

4. Results

Demographic Analysis

The study's respondents' demographic analysis is shown in Table 1. The majority of responses were female at 81.3% and male at 18.7%. In terms of race, 68.7% were Malay, 20.7% were Chinese, 5.7% Indian and others were 5.0%. Furthermore, the percentage of respondents between the age of 20-29 was 33.0%. The highest was 30-39 with 37.7%, followed by 40-49 with 26.7% and lastly 50-59 with 2.7%. Most of the participant's Nationalities were Malaysian 99.7% and others 0.3%. The highest monthly income was from RM3,001-RM4,000 with a percentage of 38.3%, followed by RM4,001-RM5,000 with 25.3%. Below RM2,000 and above RM5,000 had the same number of respondents with 13.3%. Lastly was RM2,001-RM3,000 with 9.7%.

Table 1: Demographic Characteristics Analysis

Demographic Characteristics	Frequency	Percentage (%)
Gender		
Male	56	18.7
Female	244	81.3
Race		
Malay	206	68.7
Chinese	62	20.7
Indian	17	5.7
Others	15	5.0
Age		
20–29 years old	99	33.0
30–39 years old	113	37.7
40–49 years old	80	26.7
50–59 years old	8	2.7
Monthly Income		
Below RM2,000	40	13.3
RM2,001-RM3,000	29	9.7
RM3,001-RM4,000	115	38.3
RM4,001-RM5,000	76	25.3
Above RM5,000	40	13.3

Measurement Model

The measurement model's analysis findings assess the model's validity and validity. The convergent validity was measured using factor loadings, average variance extracted (AVE), and composite reliability (CR). As shown in Table 2, items loadings were greater than 0.5, AVE values surpassed 0.5 and the CR values more than 0.7. This indicates the convergent validity of the model was supported. There are 7 items dropped due to low factor loadings.

Table 2: Measurement Model

Variable	Items	Loading	CR	AVE
Entertainment	ENT1	0.784	0.897	0.636
	ENT2	0.774		
	ENT3	0.795		
	ENT4	0.827		
	ENT5	0.807		
Interaction	INT1	0.82	0.882	0.651
	INT2	0.806		
	INT4	0.821		
	INT5	0.780		
Trendiness	TREN1	0.72	0.85	0.586
	TREN2	0.705		
	TREN3	0.813		
	TREN4	0.818		
Customization	CUS1	0.705	0.893	0.582
	CUS2	0.772		
	CUS3	0.804		
	CUS4	0.767		

		CUS5	0.759		
		CUS6	0.766		
E-WOM		EWOM3	0.71	0.847	0.581
		EWOM6	0.79		
		EWOM7	0.748		
		EWOM8	0.797		
Online Purchase Intention		PI3	0.736	0.914	0.639
		PI4	0.837		
		PI5	0.844		
		PI6	0.84		
		PI7	0.782		
		PI9	0.75		

The validity measurement was assessed using Heterotrait-Monotrait Ratio (HTMT) as presented in Table 3. The values of the HTMT criterion for all variables were less than 0.9, indicating that the model was discriminantly valid.

Table 3: HTMT Criterion

	1	2	3	4	5	6
1. CUSTOMIZATION						
2. ENTERTAINMENT	0.716					
3. EWOM	0.823	0.844				
4. INTERACTION	0.822	0.792	0.802			
5. ONLINE PURCHASE INTENTION	0.539	0.852	0.710	0.655		
6. TREADINESS	0.783	0.899	0.825	0.783	0.736	

Structural Model

A bootstrapping approach was used to evaluate the structural model with a resample of 5000 (Hair et al., 2017). The structural model assessment comprises the R^2 , path coefficient, t-value, p-value, confidence interval and effect size. Table 4 displays the analysis results of the hypothesis testing.

Table 4: Hypotheses Results

Hypotheses	Std Beta	Std Error	t-value	P-value	BCI LL	BCI UL	f ²	R ²
H1: Entertainment -> Online purchase intention	0.506	0.092	5.470	0.000	0.365	0.654	0.209	0.591
H2: Interaction -> Online purchase intention	0.111	0.073	1.457	0.073	-0.012	0.232	0.013	
H3: Trendiness -> Online purchase intention	0.218	0.067	3.338	0.000	0.104	0.314	0.043	
H4: Customization -> Online purchase intention	-0.136	0.091	1.481	0.070	-0.291	0.027	0.019	
H5: EWOM -> Online purchase intention	0.122	0.072	1.689	0.046	0.019	0.202	0.015	

The analysis results reveal that entertainment ($H1: \beta = 0.506, t = 5.470, p < 0.01$), trendiness ($H3: \beta = 0.218, t = 3.2338, p < 0.01$) and eWOM ($H5: \beta = 0.122, t = 1.689, p < 0.05$) have a statistically significant positive effect on online purchase intention. While interaction ($H2: \beta = 0.111, t = 1.457, p > 0.05$) and customization ($H4: \beta = -0.136, t = 1.481, p > 0.05$) were found statistically insignificant impact on the online purchase. The results are consistent with Cheung et al. (2020) findings.

The effect size of entertainment on online purchase intention is large while interaction, trendiness, customization and eWOM have low effect size on online purchase intention. The R^2 value of 59.1% indicated that 59.1% of the variation in online purchase intention was explained by social media strategies (e.g. entertainment, interaction, trendiness, customization and eWOM).

The predictive relevance of the model was assessed through the blindfolding procedure. The Q^2 value ($Q^2= 0.366$) of the model is greater than 0, suggesting the predictive power of the model is sufficient.

5. Conclusion and Implications

This study examines the influence of social media marketing strategies of the cosmetic industry on consumers' online purchase intention. The findings showed that social media marketing activities of entertainment, trendiness and eWOM had a statistically significant impact on online purchase intention while interaction and customization were found to have an insignificant on online purchase intention in the cosmetic industry. Entertainment was the strong influencer factor for users to participate in online purchasing through social media and online platforms consistent with Muntinga et al. (2011) findings. Through entertainment, businesses may gain from their clients' favorable attitudes, which raise customer satisfaction (Luo, 2002) which can lead to higher intention to purchase. Findings also support the significance of trendiness on online purchase intention. As trendiness indicates the ability of social media to disseminate trendy information of knowledge, surveillance, pre-purchase information, and inspiration (Muntinga et al., 2011). These may motivate consumers to be aware and understand more about a specific product thus increasing consumers' online purchase intention.

This research adds to the body of knowledge by illuminating how social media marketing activities relate to customers' online purchase intentions in the cosmetic industry. To improve consumers' desire to buy cosmetics, the study's findings suggest that businesses should actively engage both regular consumers and well-known consumers on social media. Marketing communication aims to increase consumer knowledge of a product and induce purchase intention. Social media marketing is a suitable tool for attracting cosmetic customers given the growing interest in local cosmetics on the national market. Social media marketing initiatives serve as a crucial channel for marketing communication.

Interaction between businesses and customers is significant to stimulate online purchase intention. Customization was found to have a negative impact on online purchase intention. This indicates that if individuals' requirements were not satisfied by personalized service or information offered by social media platforms, businesses could decrease consumers' intention to purchase online.

Findings indicate the significance of eWOM on online purchase intention. This implies that messages or reviews comment posted on social media or e-commerce platforms concerned the consumers which may affect their actions and intention of purchasing. Thus, the value of the brand or product can indeed be communicated to consumers by social media platforms through peer-to-peer contact (Bilgin, 2018)

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