

# THE RELATIONSHIP BETWEEN SOCIAL ADVERTISING AND CONSUMER PURCHASE INTENTION

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**Abstract:** *Businesses set a high priority on incorporating social media advertising into their plans since it influences consumers' purchasing decisions and helps increase brand awareness. The study aims to investigate the relationship between social media advertising and online purchase intention in Bintulu, Sarawak. In this quantitative study, 300 participants who were accustomed to using social media and online purchasing were given self-administered questions. The study assessed the importance and dependability of the data gathered using statistical analytic techniques. The findings showed that customers' intentions to make online purchases are significantly and favourably impacted by both celebrity endorsement and interactivity. Celebrity endorsement increases credibility and helps build a positive brand image that meets consumer expectations, while interactivity encourages active user participation and strengthens trust and emotional connections with businesses. Moreover, this research contributes to the growing body of literature on digital marketing by providing localized empirical evidence from a semi-urban Malaysian context. By highlighting the strategic significance of creating interactive, tailored, and influencer-supported ads to impact customer behaviour, the study adds insightful information to the field of digital marketing. The results can help practitioners create social media strategies that are more successful and meet changing customer demands. Several suggestions are made considering the research results to help businesses understand that social media advertising may boost sales.*

**Keywords:** *Social Advertisement, Purchase Intention, Online Purchase*

## Introduction

The rise of social media platforms in the digital age has completely changed how companies interact with their customers. A major factor in contemporary marketing methods is social advertising, which uses websites like Facebook, Instagram, and Twitter to provide tailored promotional content. In addition to having a wide audience, this type of advertising provides real-time engagement, personalisation, and interaction elements that have a big impact on customer behaviour (Alalwan, 2018). The transition from conventional advertising to social media-based tactics emphasises how crucial it is to comprehend how these methods affect consumers' propensity to buy.

According to research, social media ads that have elements like amusement, credibility, informativeness, and interaction can greatly influence the attitudes and actions of users (Alalwan et al., 2017). Specifically, consumers with different levels of susceptibility to informational impact make decisions based on the perceived value of online information (Chen et al., 2016). Additionally, it has been determined that trust and brand attachment are important mediators in converting social media interactions into real purchase intentions (Li et al., 2020).

The direct and indirect connections between social advertising and consumer purchase intention still require more research, notwithstanding the expanding corpus of literature. By studying this link, this study seeks to contribute to the existing conversation and offer insights for marketers aiming to enhance the success of their digital initiatives (Wu et al., 2022).

The rapid growth of social media has significantly transformed how businesses interact with consumers, making social advertising an essential strategy in digital marketing. These platforms' adaptability and range of ad formats help companies identify and execute winning business plans. Since more and more people around the world are using computers and smartphones to access the internet, social media advertising has become crucial to businesses' advertising strategies. Although previous studies have highlighted the effectiveness of social media advertising, limited research has focused on specific influencing elements such as interactivity and celebrity endorsement within the Malaysian context. Therefore, the objective of this study is to examine the relationship between social advertising and consumer purchase intention, with particular emphasis on how interactivity and celebrity endorsement influence the decision-making process of online consumers.

## Literature Review

### Consumer Purchase Intention

According to Kotler and Keller (2016), purchase intention refers to the customer's mental state when they plan to make a particular purchase in the near or distant future. The inclination or desire of customers to purchase a good or service is known as purchase intention (Li et al., 2022). Businesses can better engage their target audience and increase sales by customising their marketing strategies based on an understanding of clients' purchasing intentions (Agrawal & Trivedi, 2021). Social media marketing and purchase intention have been the subject of numerous studies, many of which have found positive connections (Emini & Zeqiri, 2021; Jamil et al., 2022). According to a study by Swathi and Linus (2022), social media marketing improves the interaction between customers and businesses.

Online social media advertising is a marketing strategy that reaches users with advertisements through social media networks. To increase brand recognition and influence customer purchasing behaviour, it entails utilising social media platforms to communicate brand

messaging to users through posts, photos, videos, and other content types (Tuten & Solomon, 2017). According to Ashley & Tuten (2015), social media advertising enables firms to communicate with customers in a tailored and quantifiable manner by fusing innovative content with targeted targeting strategies based on user data.

### **Interactivity**

One important measure of user interest and engagement with different types of advertising is interactivity. It is a potent tool that helps people communicate efficiently, overcoming time and distance constraints. Interactivity in the online setting allows people to take part in imaginative and enjoyable activities, changing how they view and react to ads (Tran & Thanh, 2017). While some scholars contend that interactivity entails interacting with electronic devices like computers, laptops, and phones, others see it as a process of interpersonal contact (Men & Tsai, 2015).

Users' purchasing intentions are greatly influenced by interaction, especially when it comes to social networks and mobile commerce. According to Yaakop et al. (2013), social media has an impact on general attitudes and opinions at every stage of the consumer decision-making process. Delivering highly interactive messaging, particularly from prominent personalities, can have a significant impact on consumer attitudes towards advertisements in social media marketing and advertising (Nguyễn Duy Thanh et al., 2013). Two-way contact between companies and consumers, as well as exchanges between customers themselves, define the interactive nature of social media advertising (Goldfarb & Tucker, 2011). As a result, the degree of interaction in social media advertising has a big impact on customers' propensity to buy.

In social media marketing, where two-way contact between businesses and clients is crucial, interaction is crucial (Hoffman & Novak, 1996). According to research, interactivity improves brand loyalty in addition to drawing customers' attention to technologies (Jun & Yi, 2020). Social media platforms enhance brand loyalty by successfully reinforcing interactions between businesses and customers (Han et al., 2019). Social media posts that are interactive have been demonstrated to increase brand loyalty and engagement (Islam & Rahman, 2017).

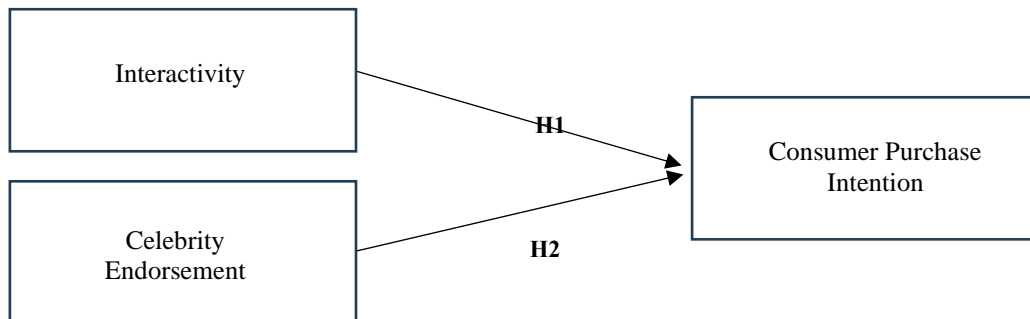
### **Celebrity Endorsement**

Celebrity endorsements are very important for drawing in customers and increasing a business's revenue. When a brand is endorsed by a celebrity that the target audience admires, it can successfully draw attention and increase the brand's recall value. Celebrities are very adept at bringing attention to a product or brand, and their involvement with a brand frequently improves the product's image and brings it closer to what consumers expect (Roozen & Claeys, 2010).

Celebrity endorsers are well-known for accomplishments unrelated to the goods they promote and has grown in significance in the twenty-first century. Celebrities are used by multinational companies to increase their visibility and popularity, which encourages customers to buy their goods (McCutchen, Lange, & Houran, 2002). To attract attention to commercials, celebrities are selected based on their popularity, likeability, and attractiveness (Erdogan et al., 2001). However, the endorsed brand may suffer from excessive endorsements or a drop in a celebrity's reputation (Hassan & Jamil, 2014). Celebrities are largely used by brands to draw in and influence customers, despite certain hazards (Erdogan et al., 2001).

### Research Framework and Hypothesis

The study's research framework is depicted in Figure 1. The study's findings indicate that consumer purchase intention is being influence by interactivity and celebrity endorsement.



**Figure 1: Research Framework**

H1: Consumer Purchase Intention is significantly impacted by interactivity.

H2: Consumer Purchase Intention is significantly impacted by Celebrity Endorsement.

### Research Methodology

Quantitative methods are employed to achieve the research objectives. Total of 300 self-administrated questionnaire are being distributed. Respondents were a random sample at Bintulu, Sarawak area.

People that need to shop online and have a basic knowledge of e-commerce are the target audience for the study. To guarantee the correctness of the study findings, Hair et al. state that the sample size needs to be at least five times the number of variables that were observed. According to Tabachnick & Fidell (1996), sample sizes match the following research outcomes: 100 is poor, 200 is acceptable, 300 is decent, 500 is very good, 1000 is exceptional, and 50 is very poor. Therefore, the sample size for this study is 300 respondents. The evaluation that consists of 3 parts was modified from Tan et. Al (2025).

**Table 1: Respondent Profile**

Characteristics		N	(%)
Age	Under 20 years old	68	23%
	20-25 years old	71	24%
	26-30 years old	98	33%
	Over 30 years old	63	21%
Gender	Male	121	40%
	Female	179	60%
Income	Under RM1500	35	12%
	RM1500 - RM3000	63	21%
	More than RM3000	102	34%
Employment	Student	47	16%
	Private	134	45%
	Government	98	33%
	Unemployed	21	7%

## Analysis and Findings

### Respondent profile

A total number of 300 respondents participated in the survey. The survey response rate is 100%. The results showed that most of the participants (179, 60%) were female while the rest participants (121, 40%) were male. The 300 respondents' ages varied from under 20 years old and older. The age group of below 20 years old consists of (23%) participants, followed by 20 to 25 years old (24%), 26 to 30 years old (33%), and above 30 years old (21%). Income shows that 12% respondents gain under RM1500 per month, 63% from RM1500 – RM3000, and 34% more than RM3000. Private employees made up the highest responders (134, or 45%), followed by government employees (98, or 33%), students (47, or 16%) and unemployed (21, 7%).

**Table 2: Reliability Test**

Study Variable	No. of Items	Cronbach's Alpha
Celebrity Endorsement	5	0.863
Interactivity	5	0.778
Consumer Purchase Intention	6	0.968

### Coefficient Testing

Table 3 shows a direct impact on the consumer purchase intention in this model which were interactivity, and celebrity endorsement. Each of the p-value of these variables were less than 0.05 significant level ( $p < 0.05$ ) which were 0.047, and 0.032 respectively.

The hypothesis posited that there was a noteworthy correlation between consumer purchase intention and interactivity. Table 3 shows that the beta value was 0.135 and the P-value was 0.047, both of which fall below the 0.05 range. Because the hypothesis proved significant at the 5% level, it was accepted. The research done by Kang et al. (2015) supported the conclusion.

Celebrity endorsement and consumer purchase intention were shown to be significantly correlated, in line with the hypothesis. According to Table 4, the beta value was 0.179 and the P-value was 0.032, falling within the 0.05 range. Since the hypothesis proved significant at the 5% level, it was accepted. Lu et al. (2016) found that trust positively influenced buyers' intentions to make a purchase, which was consistent with the characteristic mentioned in the advertising.

**Table 3: Reliability Test**

Model	Unstandardized Coefficients		Unstandardized Coefficients	t
	B	Std. Error	B	
Interactivity	.119	.060	.135*	1.999
Celebrity Endorsement	.172	.079	.179*	2.163

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**Table 4: Hypothesis Summary**

Hypothesis		P-Value	Decision
H1	Consumer Purchase Intention is significantly impacted by interactivity	0.047	Accepts
H2	Consumer Purchase Intention is significantly impacted by Celebrity Endorsement	0.032	Accepts

## Discussion

To put it briefly, the study's goal was to find out the relationship between social advertising and consumer purchase intention. The findings of the study demonstrate that, when social media advertising is present, every aspect has a positive impact on the intention to make an online purchase. Furthermore, among consumers in Bintulu, Sarawak, demographic factors such as age, income, and gender have no discernible differences in their impact on the desire to make an online purchase.

With its broad user reach, high precision and relevance, deep user interaction, and rich social scenes, social advertising is a new type of advertising that offers commercial value in the age of social media. Social media will emerge as a powerful force and a fresh avenue for marketing. One of the topics worth talking about in the evolution of social media advertising is advertising performance strategy, which is a crucial component of good advertising communication.

## Conclusion

The study indicates a robust correlation between social advertising and the consumer purchase intentions. Future stakeholders, particularly businesses, communities, and researchers, will greatly benefit from the findings of this study. The effect of social media advertising on consumers' purchase intentions will be clarified by this study. This will assist those in the marketing sector in realising how social media promotion, ad likes, and credibility may boost product sales and possibly win over customers' brand loyalty.

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