The Impact of Social Media Marketing on Young Consumers' Purchase Intention in Malaysia: The Mediating Role of Consumer Engagement

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Abstract
The key purpose of this study is to investigate the impact of social media marketing on young consumers' purchase intention in Malaysia with the mediating role of consumer engagement. The constructs considered include Social Media Marketing, Young Consumers' Purchase Intention, and Consumer Engagement. Data are collected from a simple random sample of 410 active social media users who age 18 to 35 in Malaysia. Linear regression and Hayes Process Macro were performed. The results indicate that social media marketing is significantly and positively related to young consumers' purchase intention. It further demonstrates the strategic role of consumer engagement acting as a partial mediator on the impact of social media marketing on young consumers' purchase intention. The finding drawn imply the importance of social media sites respond to the purchase intention of youth. It suggests that companies and marketers should maintain long-term relationship with consumers by redesigning their social media marketing strategies.
Keywords: Social Media, Social Media Marketing, Young Consumers' Purchase Intention, Consumer Engagement.

Introduction
With the growth of modern technology, social media is designated as a way for individuals to connect with friends and families, and also is utilized as a communication method by companies to network business opportunities and engage with customers support (Dollarhide, 2021). There are different types of social media including social review, community blog, social media networking, and podcast. In brief, social media is an internet-based technological platform to share information, thoughts and ideas with the aid of virtual

social networks. Therefore, social media plays a significant role in helping business especially in the era with the advancement of internet technology.

Based on the latest statistics, there are approximately 28 million Malaysians using social media today, accounting for 86% of the total population (Kemp, 2021). Findings indicate that internet users aged 16 to 64 spend an average daily time of 3 hours 1 minute using social media platforms, while the number of social media users in Malaysia has increased by around 7.7% (2 million) between 2020 and 2021 (Kemp, 2021). In Malaysia, YouTube is the most popular platform with over 93.7% of Malaysian internet users aged 16 to 64, ahead of WhatsApp and Facebook with 91.9% and 89.1% of users respectively shown in Fig. 1 (Kemp, 2021). Besides, Malaysia which has the ranking of top 5 in the world and the highest in Southeast Asia (SEA) for social media penetration (Marketing Signal Lab, 2019), can provide a better opportunity for companies to utilize social media as an effective marketing platform. With the growing social media users in Malaysia, many businesses now can implement social media marketing to replace the traditional communication model between brands and consumers.
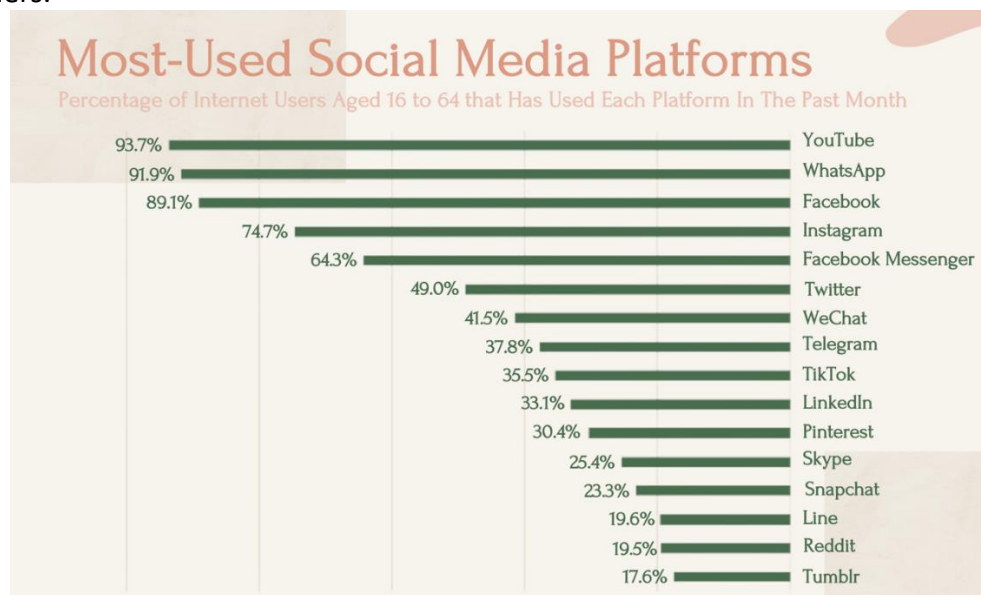

Figure 1: Percentage of Malaysians Aged 16 to 64 That Has Used Each Platform
Source: Kemp, 2021

Social media marketing (SMM) is one of the internet marketing methods which includes developing and sharing content on social media platforms to accomplish marketing goals (Marketing Lancers, 2017). Gilchrist (2016) predicts that the habit of online buying will increase significantly because purchasing online makes people feel safe and less time-consuming. As a result, social media engagement which acts as a measure of public shares, likes and comments for an online business (McLachlan, 2020), is becoming a sign for business making an influence in the market. In view of the impact of social media marketing, many companies develop innovative ideas to promote and advertise their products and services via online platform. Social media networks create extensive opportunities for business to have a thorough understanding of how they influence consumers' purchase intention (Hennig-Thurau, et al., 2010).

In the last decade, the marketing strategy has shifted to digital platforms including social media to influence consumer purchase intention in Malaysia. As can be seen in Malaysia, there is a total of $120.8 million spent on social media advertising in 2020, accounting for a

rise of 8.9% in the value of social media advertising market (Kemp, 2021). 96% of marketers have invested in video advertising on social media and 91% of marketers are satisfied with the return on investment of the video marketing efforts on social media (Rozario-Ospino, 2019). Many researchers recognize the rapid growth of digital technology defining as the global marketing efforts to expand the entire market. Likewise, social media is an effective medium for marketers to develop marketing strategies to reach youth audience because now young consumers are using social media more frequently (Tuten, 2008). Unlike traditional advertising, social media channels offer continuous two-way interactivity between consumers and brands.

With the passage of time, a noticeable rise can be seen in the use of social media emerging as a business marketing tool to capture a large consumer base. Social media is a valuable marketing tool for companies to target young adults who spend large amount of time on social media (Tuten, 2008). Bitner and Albinsson (2016) examine those young adults who use social media frequently to gain information about sales and promotion, are predicted to increase their purchase intention. An online review is extremely important as a personal feedback to affect consumers' purchase intention. When exposing to a stage of sharing both positive and negative comments, young consumers now have more bargaining power to seek for favorable terms. Reviews and comments on social media from existing users can significantly affect the youth's perception towards a brand as well as their purchase intention. Most of the youths not only rely on former users' own experience and review on sites, but also analyze the product information. As a result, consumers are more informative and knowledgeable about the product features before making a purchase (Ahmed & Zahid, 2014). While young adults expose to frequent technology surrounded with online advertisement message, eventually they do not seem to be aware of the traditional marketing method. It is important to study the impact of social media marketing on the purchase intention of youth.

Particularly in the online context with the increased significance of social media, a digital platform can facilitate a positive consumer engagement that consequently form a good relationship between companies and consumers. Researchers highlight that consumer engagement being a key factor of consumer decision making process (Sprott, Czellar, & Spangenberg, 2009). With the help of social media sites, companies now can personalize their own communication method to enhance a closer relationship with their customers in order to make them feel valued. From Bowden's model (2009), consumer engagement describes as an iterative process comprising customer satisfaction and customer loyalty from the cognitive and emotional aspects. As respects, consumer engagement is a crucial component for businesses to enhance their marketing strategies. Given the lack of research conducted in this area in Malaysia, it is significant to find out the effect of consumer engagement acting as a mediator on the relationship between social media marketing and young consumers' purchase intention.

As such, the main objective of this research is to study the impact of social media marketing on young consumers' purchase intention in Malaysia with the mediating effect of consumer engagement. While with the findings of this study, we aim to provide data concerning the effect of social media marketing in arousing the buying intention of youth which is beneficial for companies to generate a more effective marketing approach on social media. As an example, companies could take an effort to improve their communication mode by offering additional customer support. With the information related to the spending pattern of youths, marketers can learn to respond to the increasing significance of social media sites that affect their consumption behavior. As a result, marketers can obtain better

insight of the buying intention of active social media users through a better understanding of consumers.

Literature Review
Theoretical Framework

The theoretical framework has applied the Uses and Gratification Theory (UGT) which is developed by Katz, Blumler and Gurevitch in 1974. It is primarily adopted on conventional media as an endeavor to analyze and understand consumers' behaviour. In spite of the advent of digital media era, the UGT approach has been applied as theoretical grounding on various social media studies that focus on investigating how to satisfy consumer needs. It is an audience-centered approach that assumes consumer acts as an active and self-conscious person in media choice which driven by personal goals (Toor et al., 2017). It is important to understand how consumers use media to gratify needs as well as their motivation for media use (Katz, Blumler, & Gurevitch, 1974). As a result, this theory with the assumption of consumers' gratification can result in the recurring media use (Toor, Husnain, & Hussain, 2017).

In alignment with this view, the UGT approach has been applied on both traditional media and digital platform to understand different emerging needs of the consumers include emotional and cognitive aspects. It has been used frequently on prior research to examine the needs gratified from the usage of social media sites. As an example, a study by Chen (2011) focuses on studying the Twitter users' behaviour by applying the UGT approach. He concludes that Twitter users gratify more the need for connection with others when they spend more time on Twitter, eventually they engage more in the use of the social media sites (Chen, 2011). As such, with its emphasis on active media use and its ability to the extent of both interpersonal and mass communication, the UGT approach can be applied on the basis of understanding the use of Internet (Morris & Ogan, 1996).

In view of the importance of telecommunication medium interactivity, the UGT approach that assumes active audience as its core concept, is the most effective theoretical basis to study the medium (Ko, 2000). Ruggiero (2000) implies the potential of interactivity on the web is more apparent in digital media compared to in conventional media. Steinfeld et al (2008) also discover that the perceived connection of users with strangers increased when they used Facebook more intensely. In other words, consumers who spend the most time on a particular medium, would be likely to gratify a need to connect with others via that medium. Prior studies examine the social interaction on social media can positively influence important marketing outcomes such as sales, customer loyalty, new customer acquisition. In the rise of social media platform, companies redesign their marketing strategies by integrating digital platform into their scheme to increase the awareness of social media consumers (Toor et al., 2017). Standing on the marketing perspective, it is vital to understand the benefits of the companies gain when embracing social media as a marketing channel. Hence, the application of UGT provides a theoretical foundation to further understand consumers' intention of using social media as an online shopping channel.

Social Media Marketing

Social media is a term which describes a range of online based services that allows users to engage in online information exchange, participate in online communities and generate online content. With the rapid technological development around the world, social media has bloomed and flourished from an electronic information exchange platform to an important

business marketing tool. The expansive adoption of technology in marketing has shifted the way in which companies market their products to emphasize more on customers (Quelch & & Jocz, 2008). Many companies integrate different types of social media mechanisms to expand brand recognition, improve customer relationship, and strengthen the marketing effort (Rust et al., 2010). Out of 70% active social network users will visit social media sites to review product information before making a purchase (Kim & Ko, 2012). In this regard, social media is used frequently by adept companies for product marketing and branding.

Other than that, social media marketing is effective to facilitate communication with consumers. The integrated marketing promotional message on social media can positively affect consumer perception and eventually lead to buying behavior (Kumar et al., 2020). Kallas (2019) reveals that approximately 2 billion users around the world can be reached via social media with the highest speed of information dissemination. Among the social media that commonly support marketing in Malaysia, Facebook is topped as the reigning champion of social media sites for marketers to integrate marketing strategies into the social content (Marrs, 2020). With the focus on generating brand-related content and enhancing consumer interaction, Facebook users can engage in a behavior around a product advertising and leave their comments on a specific post (Shen & Bissell, 2013). In this regard, Facebook has acknowledged as an effective viral marketing channel with the view of more than one billion connected users to enhance product promotion (Schulze, Scholer, & Skiera, 2014). The credibility of the brand content is extremely important to influence consumers' buying behaviour. A recent study concludes that young adults are more relying on the use of beauty user-generated content in YouTube to make their final purchase decision (Muda & Mohamed Khan, 2020). Informativeness of the message on digital marketing can drastically generate customers attention towards the brands (Hayes & King, 2014). However, Hayes and King (2014) mention that active social media users have less interest in advertising content due to the lack of credibility for an artificial opinion forcefully injected by marketers. This suggest that the structure of marketer-generated content on social media should be well organized with an appropriate disbursement period (Shareef et al., 2017). As demonstrated by the previous study (Toor et al., 2017), consumers' buying intention is duly influenced by the presence of online social mediums. Xie and Lee (2015) also indicate that the buying behaviour is dependent on the exposure to the social media marketing activities of the brands. Hence, social media marketing is important in information diffusion among consumers to influence their buying intention. Accordingly, the first hypothesis (H1) is stated as below:

H1: There is a positive relationship between social media marketing and young consumers' purchase intention.

In light of the increasing interest in the use of social media marketing, it becomes a fundamental component of maintaining a competitive advantage to shape brand perception towards consumers. Comments from existing consumers can be part of the brand dialogue that may not be controlled by the companies focusing on social media marketing (Kohli et al., 2014). A quick view of existing users' own experience can influence the expectation of prospective customers towards the brands. Even though the network channels capture a wider audience, many companies must implement sustainable marketing efforts with the aim of building customer loyalty, especially when marketers lose their dominant position to take control of the content that their customers view, generate and share (Kohli, Suri, & Kapoor, 2014). With the increasing popularity of electronic tools used among the world, companies

view the importance of social media by focusing on structuring consumer engagement. As such, companies can boost their brand presence online with paid media on digital platforms to raise brand awareness and drive consumer engagement. Building relationship with consumers via social media is perceived as a higher return for business (Okazaki & Mueller, 2007; Pang et al., 2022). Toor, Husnain and Hussian (2017) argue that social media platforms can provide additional vital means to interact with customers. Therefore, marketers are likely to recognize the view of business on designing the social media marketing approaches and determining the scale of advertisement to improve consumer engagement. As such, the second hypothesis (H2) is formulated as below

H2: There is a positive relationship between social media marketing and consumer engagement.

Young Consumers' Purchase Intention

Purchase intention describes as an indicator of evaluating the connection between consumers interest and actual purchase. Toor et al (2017) mention that the high purchase intention can contribute to high readiness of a consumer to purchase a product. However, even in the presence of numerous social media mechanism, consumers still move along a common step in decision making process which influence their buying behaviour (Hutter et al., 2013). In the first sight of viewing a product, a consumer can decide to purchase it based on the initial brand recognition (Hutter et al., 2013). Likewise, consumers may make their buying decision that can be affected by social mechanism, brands' social media representative and social collective (Hutter et al., 2013). Therefore, consumers are now evaluating a product by looking to the social networks for "clues" to make the final purchase decision.

With the strong impact of social media on e-commerce, majority of youths are taking an online purchasing decision on social media sites (Argawal & Jaliwala, 2013). Young consumers seem to be more active to express their opinion on the social media (Phusalux et al., 2020). They tend to generate trust from their interaction with online communities on social media. As a result, young adults believe that the information obtained on social media is reliable, credible and transparent, so they make most of their purchasing decision online. Besides, Nor and Pearson (2008) indicate that the motivation received from friends and family has a positive influence on online purchasing behaviour. The online purchase intention of youth can be greater when their peers are in preference to an online purchase on social media (Pena-Garcia et al., 2020). Thus, perceived social pressure has a profound effect on the buying intention of youth as a direct relationship. In addition, recent research conducted by Le-Hoang (2020) mentions that the influencing factors such as consumer trust, opinion of the reference group, behaviour control awareness, usefulness and convenience, business competency can be the most significant constituents affecting the purchase intention via online. There are more than 80 variables can be identified as the antecedents of consumer purchase intention (Chang et al., 2005). In this research, it is limited to explore all variables of buying intention to look into the relationship between social media marketing and purchase intention of youth with the mediating role of consumer engagement.

Consumer Engagement

Consumer engagement is defined as the emotional connection between customers and brands across preferred channel. Empirical studies reveal that consumer engagement has the most influential effect on customer satisfaction, commitment, loyalty and trust (Rather,

2019). Standing on the organizational viewpoint, companies should take the measurement of consumer engagement in social media content into account when generating the social network marketing plan (Schivinski et al., 2016). Social media acts as the critical role of creating an engaging environment to allow individuals interact with the brand-centric content. In this regard, the nature of social media has changed the traditional way on how consumer engage with brands.

In view of the importance of consumer engagement, business can utilise the functionality of social media through poll, feedbacks, reviews, online contest and giveaway posts to enhance their interaction with customers (Mangold & Faulds, 2009). It is found to establish a perceived relationship between brands and young consumers. Researchers also argue that the importance of consumer engagement on social media with the behavioral brand loyalty in term of the frequency of consumer purchase a particular product over a period (Yoshida et al., 2018). While empirical results show that online brand community identification is an important variable to increase the brand-related social media engagement (Yoshida et al., 2018). The willingness to generate, share and engage with the brand content and the measurement of consumer engagement are associated with the objectives of social media marketing (Ashley & Tuten, 2015). Researchers believe that branded social media campaign can enhance the users' motivation to engage with user-generated content and improve consumer-brand relationship (Ashley & Tuten, 2015). Conceptually, the existence sense of connection between customers and brands can affect the buying intention of the consumers through social commerce activities. Young adults also recognise the importance of social interaction to influence their buying decisions because social media is an increasing means for supporting consumer engagement with brands. In this regard, the third hypothesis (H3) is stated as below

H3: There is a positive relationship between consumer engagement and young consumers' purchase intention.

Mediation Effect

Mediation effect is the consideration of how the intervening variable influences the relationship between independent variable and dependent variable. The intervening variable (mediator) can help to explain the causal relationship between two variables in the model. In this heavily tech-focused era, the integration of social media marketing efforts is deduced to generate emotional ties with customers (Toor et al., 2017). Consumer engagement on social media platform can lead to customer loyalty which directly increase their buying intention (Toor et al., 2017). As such, an increased customer loyalty helps to promote the brands to prospective consumers on the virtual platform (Asperen et al., 2017).

On the same note, previous studies by Yang and He (2011) mention that buying decisions will be influenced by consumer engagement. Immensely engaged customers can help the brands to generate 23% higher sales because they spend more frequently on each purchase (Bansal, 2015). In this regard, social media marketing plays an integral part on achieving marketing goal and also for the development potential of the company. Likewise, the interaction between social media marketing activities and young consumers can increase the goodwill of the brands. In other words, consumer engagement can be assumed to affect the purchase intention of youth. Hence, the fourth hypothesis (H4) is formulated as below:
H4: Consumer engagement mediates the relationship between social media marketing and young consumers' purchase intention.
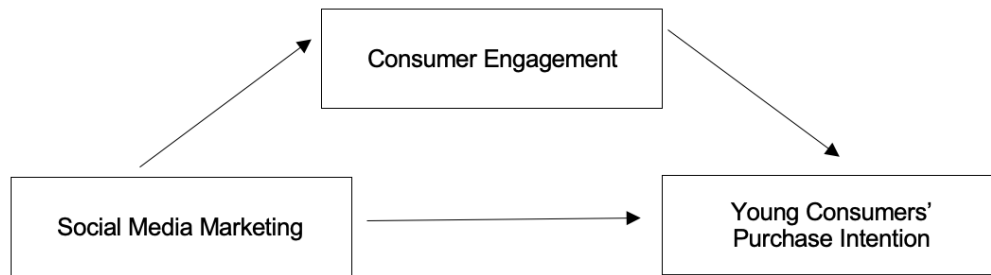
Figure 2: Conceptual Model

Methodology
Target Population
Active social media users who age 18 to 35 in Malaysia are chosen as the target population because they are more exposed to different social media sites and more familiar with the new trends in social media. With the rapid growth of e-commerce that support social commerce, young consumers seem to have more interest in adopting the online buying behaviour. As a result, marketers should understand the impact of choosing social media as their marketing strategy on the purchase intention of youth.

Sampling
Aware of the time constraint, the sample size of 500 is obtained to be sufficient in representing the target population of active social media users in Malaysia. Previous researchers reveal that the minimum sample size of 100 is appropriate to obtain a meaningful result (Bullen, 2013). The sampling frame is the list of young Malaysian adults who age 18 to 35 actively using social media sites such as YouTube, Facebook, Instagram, and Twitter. Besides, primary data collection method is used in this study that questionnaire with a 6-point Likert scale created in a Google form is distributed to the target population through online. A set of questions in online survey is designated to include all constructs that are adopted from past literatures to ensure the validity and reliability of the survey.

Research Instrument
Questionnaire comprising 4 sections is applied as the research instrument to obtain data. From the online survey, Section A consists of demographic profiles such as gender, age, income level, and employment status. Questions related to the most used social media platform and the daily time spent on social media site are also included in this section. Further, Sections B to D consist of the single-choice questions representing the independent variable (social media marketing), dependent variable (young consumers' purchase intention), and mediator (consumer engagement) respectively. All the items measuring each construct are adopted from previous literatures shown in Table 1.

Table 1
Constructs, Measures Employed, and Sources

Constructs	Measures	Sources
Social Media Marketing	Social media makes my life easier.	(Kim & Ko, 2012)
	Experience on using social media sites of brands is fun.	(Ahmed & Zahid, 2014)
	Social media sites help me to increase my knowledge about the products, services and brands.	(Smith, 2014)
	Social media sites provide accurate and proper knowledge of products and services.	
	Social media sites of brands help me to deliver my opinion easily.	
	Social media sites of brands enable me to share information with others.	
	Social media sites of brands enable me to have conversation or opinion exchange with others.	
	Social media marketing of brands is very attractive.	
	Contents shown on social media sites of brands are interesting.	
	Social media sites innovate the ways of advertising products or services in an efficient manner.	
	Social media marketing inspires me to make a buying decision.	
	I am satisfied with the social media marketing of brands that I follow.	
Young Consumers' Purchase Intention	I tend to make decisions better on using social media sites of brands before purchasing goods and services.	(McKnight & Chervany, 2001)
	I have more interest in buying products and services when using social media sites.	(Yoo & Donthu, 2001)
	I am very likely to purchase products or services recommended by my friends on social media sites.	(McKnight, Choudhury, & Kacmar, 2002)
	I expect to purchase products as marketed on brand's social media sites that I follow.	(Wang & Chang, 2013)
	I intend to purchase products as marketed on brand's social media sites that I follow.	(Demangeot & Broderick, 2016)
	I will definitely purchase products as marketed on brand's social media sites that I follow.	

	I am likely to make another purchase on brand's social media sites that I follow in future.	(Rachbini, 2018)
	I will consider to visit the brands' social media sites first before I want to purchase products.	
Consumer Engagement	I often visit pages of brands I follow on social media sites.	(Weman, 2011)
	I often read posts of brands I follow on social media sites.	(Gummerus, Liljander, Weman, & Philstrom, 2012)
	I often use the "like" option on brands posts that I follow on social media sites.	
	I often comment on brands pages on social media sites.	
	I follow brands pages of my interest to get information (e.g., new products).	
	Being part of brands I follow on social media sites, increased my trust on that brands.	

Reliability & Validity Test

To ensure the reliability in this research, Cronbach's alpha, a measure of internal consistency, is used to evaluate all the constructs. The value of Cronbach's alpha that achieved 0.70 and above indicates the construct has a good reliability. Besides, Pearson Correlation test is used to find the correlation between variables by interpreting its validity. The significance value of 0.05 and below from the correlation analysis reveals the instrument is valid. Hence, the items in the measurement model should be tested to meet the criteria for reliability and validity.

Statistical Test
Linear Regression Test

Linear regression test is used to measure the relationship between input variables and a single output variable to determine the strength of predictors. Practically, the mean score from all items of each construct will be computed as the mean variable when running the linear regression test. Taking social media marketing as an example, the mean score from all 12 items (SMM1 – SMM12) will be transformed into a mean variable (SMM). Besides, reversed items should not exist when calculating the mean score to avoid the effects on the covariance of the scale. To compute the mean variable from all items, the data analysis should have low or no multicollinearity to ensure each item can stand by itself independently. (Shah, Zahoor, & Qureshi, 2019)

In the presence of a mediator, the four-step approach introduced by Baron and Kenny (1986) is used to examine the significance of the coefficients with simple regression analysis and multiple regression analysis. This approach is adopted in recent studies by Toor, Husnain and Hussian (2017), as well as Shah et al (2019) to test the empirical relationship between all variables. As illustrated in Fig. 3, steps 1 to 3 with simple regression analysis are used to

measure the zero-order relationship between variables by testing the significance level. Predicting there are significant relationships in all steps 1 to 3, step 4 is used to support the mediation effect if the impact of a mediator remains significant after controlling the input variable. From the analysis of step 4, the results are interpreted as a complete mediation when the input variable is not statistically significant, while the results are interpreted as a partial mediation when the input variable is still statistically significant. In the case of complete mediation, the analysis of the indirect effect of X on Y in a simple mediation model with only one mediator is unnecessarily to run the model. In contrast, partial mediation reveals that the indirect effects of X on Y could be tested empirically. In this situation, Hayes Process Macro test can be used to run the indirect effects for significance level.

Step	Analysis
1	Simple Regression Analysis with X and Y $Y = B_0 + B_1 X$ Young Consumers' Purchase Intention = $B_0 + B_1$ (Social Media Marketing)
2	Simple Regression Analysis with X and M $M = B_0 + B_1 X$ Consumer Engagement = $B_0 + B_1$ (Social Media Marketing)
3	Simple Regression Analysis with M and Y $Y = B_0 + B_1 M$ Young Consumers' Purchase Intention = $B_0 + B_1$ (Consumer Engagement)
4	Multiple Regression Analysis with X, M and Y $Y = B_0 + B_1 X + B_2 M$ Young Consumers' Purchase Intention = $B_0 + B_1$ (Social Media Marketing) $+ B_2$ (Consumer Engagement)

Figure 3: Four-Step Approach by Baron & Kenny (1986)

Hayes Process Macro Test

Hayes Process Macro is a bootstrapping statical computer tool for SPSS software to examine the effect of mediating variable on the relationship between independent variable and dependent variable (Hayes, 2013). In Hayes Process Macro, there are 74 different models to test the mediation and moderation analysis by interpreting the estimation, direct and indirect effect of the independent variable on dependent variable (Hayes, 2013). From the conceptual framework stated, Process Macro Model 4 shown in Fig. 4 is the most suitable approach adopted to analyse the effect of simple mediation. The statistical diagram of the Process Macro Model 4 indicates the direct effect of X on Y via the path of c' and the indirect effect of X on Y through M via the product of a and b as illustrated in Fig. 5. The results of Hayes Process Macro provide an average estimate of indirect effect from the bootstrap sample, an estimate of standard error and 95% confidence limit. The test will be insignificant if there is a value of 0 included in 95% confidence limits.
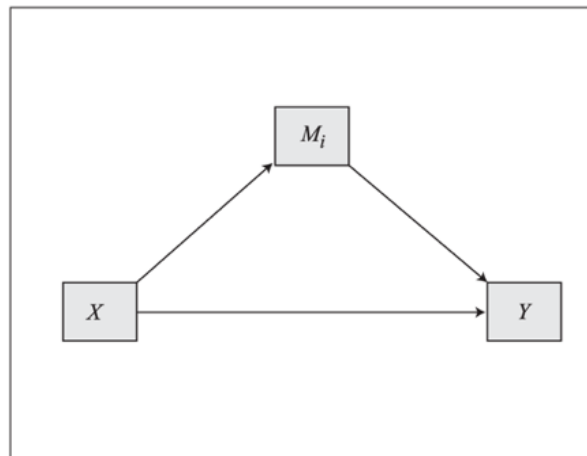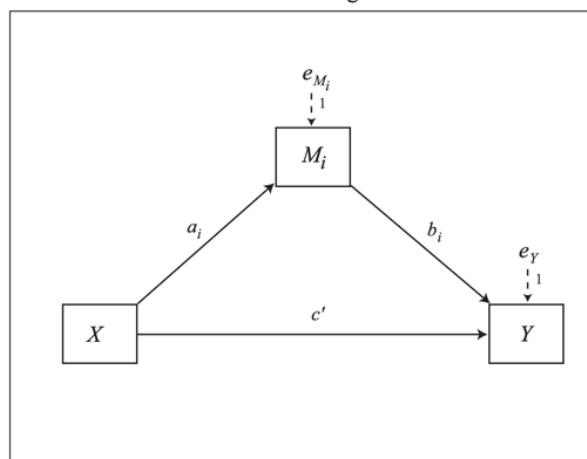
Model 4

Conceptual Diagram

Figure 4: Conceptual Diagram of Process Macro Model 4
Source: Hayes, 2013

Statistical Diagram

Indirect effect of X on Y through $M_i = a_i b_i$
Direct effect of X on $Y = c'$

Figure 5: Statistical Diagram of Process Macro Model 4
Source: Hayes, 2013

Analysis and Findings
Pilot Test
        A set of questionnaires are initially distributed to 30 target respondents via online to examine the data reliability using Pilot Test.

Cronbach's Alpha
        Based on the result of Cronbach's alpha as illustrated in Table 2, the coefficient alpha of each construct are all above 0.80 that indicate good internal consistency of a scale. As the coefficient alpha of each construct has a considerable high level, the items in the test are highly correlated that revealing the high reliability of the data.

Table 2
Result of Cronbach's Alpha for Pilot Test

Constructs	Cronbach's Alpha	No. of Item
Social Media Marketing	0.883	12
Young Consumers' Purchase Intention	0.897	8
Consumer Engagement	0.883	6

Survey Research Response Rate

Response rate can be defined as the calculation of dividing the total number of usable responses collected by the total number of eligible in the sample selected (Fincham, 2008). Most researchers should aim to expect approximately 60% of the response rates as the goal of survey research (Fincham, 2008). In this study, the online questionnaire has been sent to various online platform where mostly on WhatsApp, Facebook, and Instagram. In order to improve the online survey response rate, the survey invitation is sent to personal individuals and group member, whereas a follow-up to target population is delivered to remind them completing the survey. There are different assumptions stating the number of people who viewed the message or online post to calculate the total number of surveys reached to target population. For example, 150 participants have viewed the WhatsApp's message, 100 respondents have left their comment on Facebook post, while 250 users have seen the Instagram story about the call to take part in this survey. As a result, there is a total number of 500 people who viewed the questionnaire. However, the data collected from Google Form indicates that only 410 respondents complete the online survey. In this case, the survey research response rate would be 82% calculated as below. Overall, this online questionnaire with 82% response rate is favorable and acceptable.

Calculation of Survey Research Response Rate

$$\frac{410}{500} \ X \ 100 \% \ = \ 82\%$$

Descriptive Statistics
Gender

With total of 410 respondents, most of the respondents are female that account for 59%, while the remaining of 168 respondents are male that account for 41%.

Age Group

There are three various age groups among young consumers which are 18 to 23 years old, 24 to 29 years old, and 30 to 35 years old. The highest percentage falls on a group of respondents who age 18 to 23, account for 54%, followed by the age group of 24 to 29 years old comprising of 34%. Respondents who age 30 to 35 contribute to the lowest percentage, 12%.

Occupation

Most of the respondents are students, that hold 48% in the sample size. Besides, 172 out of 410 respondents are employees that account for 42%, followed by 38 respondents are

businessmen which make up 9%. Minority of respondents who select the option of "other" are declared themselves as unemployed, that consist of only 1%.

Monthly Individual Income
Over 195 respondents have a monthly individual income of less than RM2000 that consist of 48%. Subsequently, 35% of the respondents involved have a monthly individual income between RM2001 to RM5000, while a monthly individual income between RM5001 to RM8000 makes up 14% of the respondents. There are only 14 respondents whose monthly individual income above RM8000, holding 3%.

Most Used Social Media Platform
The percentage of the most used social media platform of respondents is shown in Fig. 6. YouTube, Facebook, Instagram, and Twitter are selected as the options for consumers to evaluate the platform they use the most because they have similar functionality where consumers can share thoughts and generate contents in terms of videos, pictures, and written messages. Among these social media platforms, most of the respondents use Facebook more frequently that account for 37%, followed by Instagram as the second most used social media platform holding 36%. Over 90 of the respondents choose YouTube as their most used social media platform which consist of 22%. Then, there is a small portion of respondents making up 5% in the sample size, use Twitter regularly.
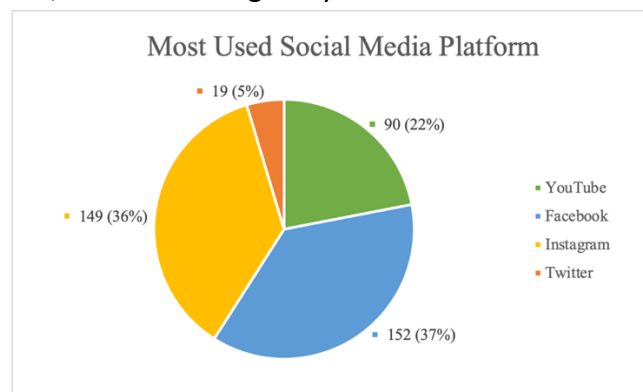
Figure 6: Percentage of Respondents' Most Used Social Media Platform

Daily Hour Spent on Social Media Platform
The percentage of daily hour spent on any social media platform of respondents is illustrated in Fig. 7. Majority of respondents spent 1 to 3 hours per day on social media sites, consist of 47% as the highest percentage. Around 37% of the respondents reveal that they spent more than 3 hours per day to visit any social media sites, subsequently the remaining of 16% use social media platform for less than 1 hour per day.
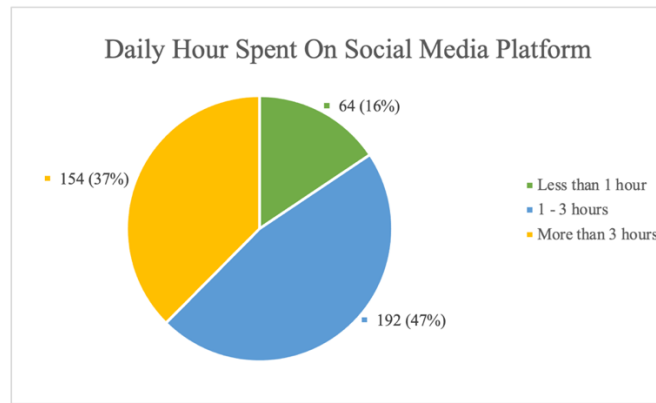
Figure 7: Percentage of Respondents' Daily Hour Spent on Social Media Platform

Reliability & Validity Test

Based on the result shown in Table 3, the coefficient alpha of each variable are all above 0.70. Consumer engagement with 6 items has achieved the alpha value of 0.762, in an acceptable level of reliability. While social media marketing with 12 items and young consumers' purchase intention with 8 items have achieved the alpha value of 0.857 and 0.818 respectively, indicating a good level of reliability. Overall, all the constructs have a considerable high level of internal consistency in this study. Besides, the p-values stated as the 2-tailed significance in Pearson Correlation test are used to evaluate the validity of each variable. From the correlation analysis as illustrated in Table 4, the p-value of each construct are less than 0.001. As a rule of thumb, when the 2-tailed significance is less than 0.05, a correlation is statistically significant. As a result, the instrument is declared as valid.

Table 3
Result of Cronbach's Alpha for Reliability Test

Constructs	Cronbach's Alpha	No. of Item
Social Media Marketing	0.857	12
Young Consumers' Purchase Intention	0.818	8
Consumer Engagement	0.762	6

Table 4
Result of Pearson Correlation Coefficient for Validity Test

Pearson Correlation Coefficients				
		SMM	PI	CE
SMM	Sig. (2-tailed)		<.001	<.001
PI	Sig. (2-tailed)	<.001		<.001
CE	Sig. (2-tailed)	<.001	<.001	

SMM = Social Media Marketing
PI = Young Consumers' Purchase Intention
CE = Consumer Engagement

Statistical Analysis
Pearson Correlation Coefficient

According to the result in Table 5, there is a positive relationship between social media marketing, young consumers' purchase intention, and consumer engagement. Young consumers' purchase intention is assumed to have high degree of correlation with social media marketing (0.720) and consumer engagement (0.529) because the values of Pearson's R are in the range of 0.50 to 1. However, social media marketing has a moderate degree of correlation with consumer engagement because its value of Pearson's R falls between 0.30 to 0.49, which is 0.395. As the correlation coefficients among all the constructs do not exceed 0.90, the multicollinearity issue does not occur in the analysis. As a result, all the variables in this study are positively correlated with each other.

Table 5
Result of Pearson Correlation Coefficient Test

Pearson Correlation Coefficients

		SMM	PI	CE
SMM	Pearson Correlation	1	.720**	.395**
PI	Pearson Correlation	.720**	1	.529**
CE	Pearson Correlation	.395**	.529**	1

**. Correlation is significant at the 0.01 level (2-tailed).
SMM = Social Media Marketing
PI = Young Consumers' Purchase Intention
CE = Consumer Engagement

Linear Regression

From the result of Pearson Correlation Coefficient test, the multicollinearity issue does not exist in the findings and the date collected do not have any reversed item, so the mean score of all items for each variable can be computed as a new variable to run the regression test. The four-step approach developed by Baron and Kenny (1986) is adopted with the simple regression analysis and multiple regression analysis to evaluate the strength of relationship between all variables.

Step 1: Simple Regression Analysis with X and Y

Based on the result in Table 6, the F-value is 440.355 and the p-value is less than 0.001, indicating the relationship between social media marketing (X) and young consumers' purchase intention (Y) is statistically significant.

Moreover, the R^2 has the value of 0.519 as shown in Table 7, indicating that 51.9% of the variance in young consumers' purchase intention can be explained by social media marketing in this study, while the remaining of 48.1% can be explained by other factors that are not studied in this research.

Based on Table 8, the beta of social media marketing is 0.763 and its p-value is less than 0.001. We can assume that social media marketing has a significant and positive effect on young consumers' purchase intention indicating that H1 is accepted.
General Equation:
$Y = B_0 + B_1X$

Young Consumers' Purchase Intention = 0.913 + 0.763 (Social Media Marketing)

Table 6
ANOVA Table for Simple Regression Analysis Between X and Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	86.538	1	86.538	440.355	<.001[b]
	Residual	80.179	408	.197		
	Total	166.717	409			

a. Dependent Variable: Young Consumers' Purchase Intention
b. Predictors: (Constant), Social Media Marketing

Table 7
Model Summary for Simple Regression Analysis Between X and Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 [a]	.519	.518	.44330

a. Predictors: (Constant), Social Media Marketing
b. Dependent Variable: Young Consumers' Purchase Intention

Table 8
Coefficients Table for Simple Regression Analysis Between X and Y

Coefficients[a]

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.913	.165		5.526	<.001
	SMM	.763	.036	.720	20.985	<.001

a. Dependent Variable: Young Consumers' Purchase Intention
SMM = Social Media Marketing

Step 2: Simple Regression Analysis with X and M
From the ANOVA table shown in Table 9, the F-value is 75.295 and the p-value is less than 0.001. These results show that there is a significant relationship between social media marketing (X) and consumer engagement (M).

In addition, R^2 has the value of 0.156 as illustrated in Table 10. It shows that only 15.6% of the variance in consumer engagement can be discussed by social media marketing in this study, while the remaining of 84.4% of the variance can be discussed by other elements that are not outlined in this research.

Based on the results shown in Table 11, the beta for estimating social media marketing from consumer engagement is 0.425 and its p-value is less than 0.001. We can consider that

social media marketing has a significant and positive impact on consumer engagement. In this regard, H2 is statistically supported that social media marketing is likely to be important to affect consumer engagement.

General Equation:

$M = B_0 + B_1X$

Consumer Engagement = 2.384 + 0.425 (Social Media Marketing)

Table 9

ANOVA Table for Simple Regression Analysis Between X and M

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	26.814	1	26.814	75.295	<.001[b]
	Residual	145.296	408	.356		
	Total	172.110	409			

a. Dependent Variable: Consumer Engagement

b. Predictors: (Constant), Social Media Marketing

Table 10

Model Summary for Simple Regression Analysis Between X and M

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395[a]	.156	.154	.59676

a. Predictors: (Constant), Social Media Marketing

b. Dependent Variable: Consumer Engagement

Table 11

Coefficients Table for Simple Regression Analysis Between X and M

Coefficients[a]

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.384	.223		10.715	<.001
	SMM	.425	.049	.395	8.677	<.001

a. Dependent Variable: Consumer Engagement

SMM = Social Media Marketing

Step 3: Simple Regression Analysis with M and Y

According to the results in the ANOVA table shown in Table 12, the F-value is 158.526 and the p-value is less than 0.001. These findings imply that consumer engagement (M) has a significant relationship with young consumers' purchase intention (Y).

Besides that, Table 13 shows that the value of R^2 is 0.280, revealing that 28.0% of the variance in young consumers' purchase intention can be explained by consumer engagement in this research. The remaining of 72.0% can be explained by other components that are not highlighted in this study.

In Table 14, the beta of consumer engagement is 0.521 and its p-value is less than 0.001, assuming that consumer engagement has a significant and positive effect on young consumers' purchase intention. As such, H3 is accepted that consumer engagement acts an important factor to influence young consumers' purchase intention.

General Equation:

$Y = B_0 + B_1 M$

Young Consumers' Purchase Intention = 2.114 + 0.521 (Consumer Engagement)

Table 12
ANOVA Table for Simple Regression Analysis Between M and Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	46.651	1	46.651	158.526	<.001[b]
	Residual	120.066	408	.294		
	Total	166.717	409			

a. Dependent Variable: Young Consumers' Purchase Intention
b. Predictors: (Constant), Consumer Engagement

Table 13
Model Summary for Simple Regression Analysis Between M and Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.278	.54248

a. Predictors: (Constant), Consumer Engagement
b. Dependent Variable: Young Consumers' Purchase Intention

Table 14
Coefficients Table for Simple Regression Analysis Between M and Y

Coefficients[a]

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.114	.180		11.761	<.001
	CE	.521	.041	.529	12.591	<.001

a. Dependent Variable: Young Consumers' Purchase Intention
CE = Consumer Engagement

Step 4: Multiple Regression Analysis with X, M and Y

From the ANOVA table illustrated in Table 15, the F-value is 292.774 and the p-value is less than 0.001. The relationship between the social media marketing (X), young consumers' purchase intention (Y), and consumer engagement (M) is statistically significantly where the regression model fits well.

Further, the model summary shown in Table 16 reveals that the value of R^2 is 0.590, showing that 59.0% of the variance in young consumers' purchase intention can be discussed by social media marketing and consumer engagement in this study.

Based on the findings in Table 17, the beta of social media marketing is 0.642 and the beta of consumer engagement is 0.285. As both constructs have a p-value that is less than 0.001, social media marketing and consumer engagement have significant and positive impact on young consumers' purchase intention. As a result, H4 is statistically supported that the consumer engagement can mediate the relationship between social media marketing and young consumers' purchase intention. From the findings shown in Table 17, we can see that the direct relationship from the independent variable (SMM) to dependent variable (PI) is statistically significant, revealing that the mediator (CE) has a partial mediation effect.
<u>General Equation:</u>
$Y = B_0 + B_1X + B_2M$
Young Consumers' Purchase Intention = 0.234 + 0.642 (Social Media Marketing) + 0.285 (Consumer Engagement)

Table 15
ANOVA Table for Multiple Regression Analysis Between X, M and Y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	98.354	2	49.177	292.774	<.001[b]
	Residual	68.363	407	.168		
	Total	166.717	409			

a. Dependent Variable: Young Consumers' Purchase Intention
b. Predictors: (Constant), Consumer Engagement, Social Media Marketing

Table 16
Model Summary for Multiple Regression Analysis Between X, M and Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768ᵃ	.590	.588	.40984

a. Predictors: (Constant), Consumer Engagement, Social Media Marketing
b. Dependent Variable: Young Consumers' Purchase Intention

Table 17
Coefficients Table for Multiple Regression Analysis Between X, M and Y

Coefficientsᵃ

Model		Unstandardized Coefficients B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.234	.173		1.350	.178
	SMM	.642	.037	.606	17.545	<.001
	CE	.285	.034	.290	8.387	<.001

a. Dependent Variable: Young Consumers' Purchase Intention
SMM = Social Media Marketing
CE = Consumer Engagement

Hayes Process Macro

From the findings of the four-step approach by Baron and Kenny, a partial mediation exists in the analysis. As such, the indirect effect of X on Y can be tested by using Hayes Process Macro test.

At first, we interpret the effect of social media marketing (SMM) on consumer engagement (CE) based on the findings shown in Table 18. From the model summary in the first part, the model has achieved the goodness of fit because the p-value is 0, which is less than 0.05. Besides that, social media marketing has a positive and significant effect on consumer engagement when its p-value is 0 and its coefficient has a positive value, 0.4246. Further, the t value of social media marketing is 8.6773 greater than 1.96, indicating there is a significant relationship between SMM and CE. The lower limit and the upper limit of confidence interval are 0.3284 and 0.5207 respectively, it is statistically significant because the value of 0 fall outside the confidence interval.

Next, we analyze the effect of social media marketing (SMM) and consumer engagement (CE) on young consumers' purchase intention (PI). The model is a good fit because the p-value is 0 as shown in the model summary in the second part. As the coefficient of social media marketing and consumer engagement are 0.6416 and 0.2852 respectively as well as both p-values are 0, these two predictors have positive and significant effect on young consumers' purchase intention. Moreover, the t values of both predictors are greater than 1.96 and the value of 0 does not fall within the range of both lower limit and the upper limit of confidence interval, the model is statistically significant.

In addition, the direct effect of SMM on PI is significant when the p-value is less than 0.05. While the indirect effect of SMM on PI is tested to be statistically significant using non-parametric bootstrapping. This is because the value of 0 falls outside the confidence interval, the indirect effect of SMM on PI is inferred to be non-zero that there is a mediation effect. The indirect relationship between social media marketing and young consumers' purchase intention is mediated through consumer engagement. As a result, the paths of a, b and c' for statistical diagram are illustrated in Fig. 8.
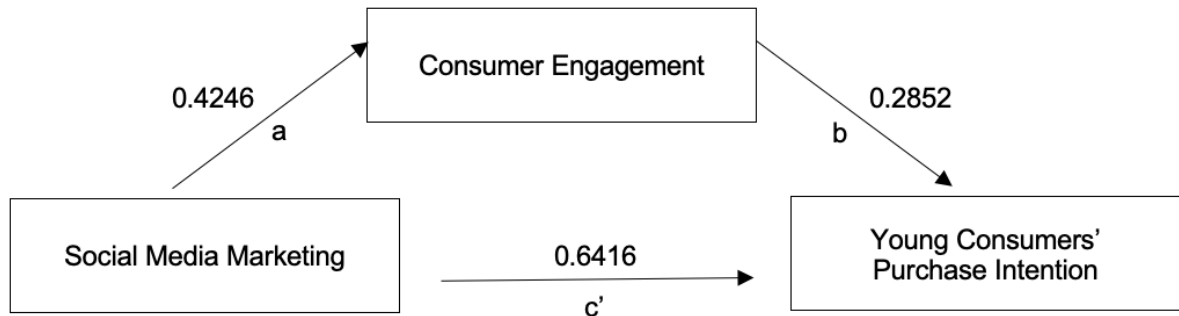

Figure 8: Results of Statistical Diagram of Process Macro Model 4

Table 18
Hayes Process Macro

PROCESS Procedure						
Model : 4 Y : PI (Young Consumers' Purchase Intention) X : SMM (Social Media Marketing) M : CE (Consumer Engagement)						
Outcome Variable: CE						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.3947	.1558	.3561	75.2950	1.0000	408.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
Constant	2.3844	.2225	10.7152	.0000	1.9470	2.8219
SMM	.4246	.0489	8.6773	.0000	.3284	.5207
Outcome Variable: PI						
Model Summary						
R	R-sq	MSE	F	df1	df2	p
.7681	.5899	.1680	292.7742	2.0000	407.0000	.0000
Model						
	coeff	se	t	p	LLCI	ULCI
Constant	.2335	.1730	1.3497	.1779	-.1066	.5736

SMM	.6416	.0366	17.5446	.0000	.5697	.7135
CE	.2852	.0340	8.3873	.0000	.2183	.3520

Direct And Indirect Effects Of SMM On PI

Direct effect of SMM on PI:

Effect	se	t	p	LLCI	ULCI
.6416	.0366	17.5446	.0000	.5697	.7135

Indirect effect(s) of SMM on PI:

	Effect	BootSE	BootLLCI	BootULCI	
CE	.1211	.0296	.0676	.1845	

Discussion
Discussion on Descriptive Analysis

Data analysis of the information from 410 target respondents is used to summarize the entire demographic profiles leading to the conclusion about the population. All the respondents are living in Malaysia and actively using social media platform, accounting for 59% female and 41% male. Among these 410 respondents, majority of them are age 18 to 23 comprising of 54%, ahead of the age group of 24 to 29 years old and the age group of 30 to 35 years old with 34% and 12% respectively.

In this survey, most of the respondents are students that hold 48% in the sample size, while 42% are employees, 9% are businessman and the rest of 1% who select "other" option are declared themselves as unemployed. 48% of the respondents have a monthly individual income of less than RM2000, subsequently 35% have a monthly individual income between RM2001 to RM5000, 14% have a monthly individual income between RM5001 to RM8000 and the smallest portion, 3% falls under the monthly individual income of above RM8000. It is reasonable that the highest percentage of the monthly individual income falls under the category of less than RM2000 because our target population mostly are students who make up the largest portion that has a similar percentage as the monthly individual income.

Other than that, in terms of the social media platform used the most, Facebook is topped as the highest percentage that accounts for 37%. It is surprisingly that many Malaysians are very engaged with Facebook among the target population because the previous data in January 2021 shows that over 93.7% of Malaysian internet users aged 16 to 64 use YouTube more intensively, comparing to Facebook with only 89.1% of Malaysian internet users (Kemp, 2021). However, marketers recognize Facebook as the reigning champion of social media platforms used to support marketing in Malaysia (Marrs, 2020). Undeniably, Facebook is still the most popular social media site for marketers to generate marketing strategies into social content. Further, 47% of the respondents spend 1 to 3 hours per day on any social media platform, then 37% visit any social media sites for more than 3 hours per day, and the rest of 16% spend less than 1 hour per day on social media. Kemp (2021) states that the average daily time which Malaysian internet users aged 16 to 64 spent on social media platforms is 3 hours 1 minute, therefore the results are supported to signify the importance of social media platform used to target potential consumers on the internet.

Discussion on Statistical Analysis
Pearson Correlation Coefficient

As a measure of the relationship between all constructs, the results show that all the variables are significantly and positively correlated with each other. Based on Table 5, young consumers' purchase intention has the highest degree of correlation with social media marketing at 0.720, followed by the degree of correlation between consumer engagement and young consumers' purchase intention at 0.529. Among the variables, social media marketing has the weakest correlation with consumer engagement at 0.395, but considering as moderate degree of correlation.

Linear Regression

For the first step in the Four-Step Approach introduced by Baron & Kenny, 51.9% of the variance in young consumers' purchase intention can be explained by social media marketing in this study indicating that 1 unit increases in social media marketing will increase young consumers' purchase intention by 0.763 units. According to the prior studies by Toor, Husnain and Hussian (2017); Xie and Lee (2015) as well as Phusalux, Jermsittiparsert, Saisama and Wongjunya (2020), social media marketing is significantly related to consumers' purchase intention. Marketers should be responsive to the rising importance of social media platforms with different unique features by enhancing their social media marketing communication strategies to increase the purchase intention of youth. As such, improvement on integrating marketing strategies into social content can be accomplished by continually understanding the current needs of our target consumers, so marketers can understand to implement the most effective marketing method.

Next, under the second step, the value of R^2 showing that only 15.6% of the variance in consumer engagement can be explained by social media marketing in this study. The findings show that 1 unit increases in social media marketing will increase consumer engagement by 0.425 units. While there is a significant and positive relationship between social media marketing and consumer engagement that it is statistically supported from the findings conducted by VanMeter (2013) as well as Toor, Husnain and Hussian (2017). Since an increasing number of people are spending time on social media sites, interactions such as information exchange, live streaming, and video sharing can be expected as an effective communication way to connect brands with consumers. Internet users who are emotionally attached to social media sites seem to be more engaged with the brands (VanMeter, 2013). Thus, marketers should understand the importance of social media marketing activities that can lead to more consumer engagement with brands.

Moving on to the third step, 28.0% of the variance in young consumers' purchase intention can be explained by consumer engagement in this research. It finds that consumer engagement is significantly and positively related to young consumers' purchase intention where 1 unit increases in consumer engagement will increase young consumers' purchase intention by 0.521 units. These results are supported by Toor et al (2017) who demonstrate that the consumer buying behaviour towards brands can be enhanced with the aid of consumer engagement preceded by emotional attachment. In a social network environment, social commerce activities are recognised as the important means to build the existence sense of connection between customers and brands, consequently influence their buying intention. Yoshida et al (2018) also mention that consumer engagement on social networking sites can lead to customer loyalty that heavily dependent on the frequency of purchasing product over a period. Hence, marketers should take consumer engagement into consideration to build

relationship with young adults that eventually increase the chances of consumers staying brand loyal and their buying intention.

In the final step, 59.0% of the variance in young consumers' purchase intention can be explained by social media marketing and consumer engagement in this research. Social media marketing and consumer engagement are both considered to have significant and positive relationship with young consumers' purchase intention because their significant coefficients have positive values and their p-value are less than 0.05. As predicted, the findings have shown the presence of partial mediation effect because all three relationships are statistically significant as shown in Table 17. It indicates that the relationship of social media marketing and young consumers' purchase intention not only can be affected by consumer engagement, but also other reasons such as customer trust. In line with the study conducted by Manzoor et al (2020), the mediating role of consumer trust between social media marketing and consumers' purchase intention is found to be significant. As a result, we can highlight that there are some of the effects of social media marketing on young consumers' purchase intention is not mediated by consumer engagement.

Hayes Process Macro

The initial findings of Hayes Process Macro are similar to the results of the second step and fourth step in Four-Step Approach introduced by Baron and Kenny as discussed earlier. Likewise, the direct effect and indirect effect of social media marketing on young consumers' purchase intention are both tested to be significant that there is a mediation effect. These results imply that the marketers can rely on the effect of social media in their marketing approach to strategically position consumer engagement to influence the buying behaviour of youth. The willingness to share information and the customers' experience on certain brands can leverage the impact of social network on consumers' purchase intention (Toor, Husnain, & Hussain, 2017). To be concluded, the possible effect of consumer engagement can be highlighted in the impact of social media marketing on youth's purchase intention.

Summary of Hypothesis Development

All the hypothesis in this research are accepted with the discussion stated in the statistical analysis. The summary of the hypothesis testing results is shown in Table 19.

Table 19
Summary of Hypothesis Development Result

Hypothesis		Result	Significance level
H1	There is a positive relationship between social media marketing and young consumers' purchase intention.	Accepted	<0.001
H2	There is a positive relationship between social media marketing and consumer engagement.	Accepted	<0.001
H3	There is a positive relationship between consumer engagement and young consumers' purchase intention.	Accepted	<0.001
H4	Consumer engagement mediates the relationship between social media marketing and young consumers' purchase intention.	Accepted	<0.001

Conclusion
Implications

In the rising evolvement of technological era, social media networks have become an important part in our daily life. Standing on the business perspectives, social media platforms are becoming the most effective marketing communication approach for product branding and marketing to target prospective customers. In today's world, especially young adults spend large amount of time on using social media sites (Tuten, 2008). As respects, it is important for marketers to understand the buying behavior of youth on social media. The empirical findings in this research can provide marketers an insight to generate more return on investment of the marketing efforts in social networking sites. Companies can identify the high sociability of social media platforms to create a more engaging environment with their brand customers. As an example, Facebook and Instagram can be taken into consideration as the effective marketing platform in which most of the target respondents rely and spend more time on them. Additional customer support should be enforced in each social media site to understand the current needs of the customers. By doing so, companies can learn the way on how to establish and maintain a long-term relationship with their customers in response to their brand loyalty.

In line with the increasing significance of social media platform, the new consumption pattern and online shopping intention might continually influence by the usage of social media that can be analyzed and studied to improve marketing strategies. As we can see, Malaysia is trying to embrace the digital economy by reshaping its position as the Heart of Digital Asean and leading to the Fourth Industrial Revolution (The Edge Malaysia, 2020). Companies should take advantage of the advancement of technology to remain competitive in this online environment. The strategic role of consumer engagement could be highlighted in arousing the buying intention of youth when integrating the social media marketing communication. In short, these findings in this research could provide significant support and evidence for companies and marketers to devise their marketing efforts in the virtual platform.

Limitations

Despite of the study has demonstrated managerial implications, there are several potential limitations discovered when doing this research. One of the limitations is the findings shown in this research may not be sufficient to represent the whole group of young consumers who actively use social media sites in Malaysia. Even though the target population is limited to young social media users, the sampling bias might be occurred because the online surveys are only distributed to selected participants who are available and easily to access. Thus, the generalization for whole population of young social media users might be inappropriate.

Moreover, other relevant factors that could explain the relationship between social media marketing and young consumers' purchase intention can be included to obtain more comprehensive and fruitful results. This is because there is only one mediator being discussed in the impact of social media marketing on the purchase intention of youth. Prior studies implied that moderating variables such as individual factors, psychological terms may be relevant to the purchase intention (Haris, et al., 2017). It is recommended to include other variables in order to refine the model for further understanding of the effect of social media marketing on young consumers' purchase intention.

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