Impact of Social Media Marketing Towards University Students' Purchase Intention in the Fashion Industry in Kuala Lumpur

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Abstract

This study examines how social media marketing methods influence customer behaviour, particularly among university students in the fashion business. It emphasises the expanding role of social media platforms in changing purchase intentions and offers practical consequences for marketers and fashion firms looking to effectively target young consumers. It also provides useful information for future research in demographics and industries other than fashion. The study used a survey approach called Google Forms. The respondents were university students based in Kuala Lumpur. The research model was based on the Uses and Gratifications Theory and the Hedonic and Utilitarian Theory, with purchase intention as the dependent variable and social media marketing methods (Facebook, Instagram, YouTube, and user-generated content) as the independent variables. This study examines how social media marketing methods influence customer behaviour, particularly among university students in the fashion business. It emphasises the expanding role of social media platforms in changing purchase intentions and offers practical consequences for marketers and fashion firms looking to effectively target young consumers. It also provides useful information for future research in demographics and industries other than fashion.

Keywords: *Facebook Marketing, Instagram marketing, YouTube marketing, User-generated content, Purchase intention.*

1.0 Introduction

Fashion is one of the industries most impacted by social media (McCarthy, 2013). By allowing consumers to examine the latest works of their favourite enterprises, social media provided fresh and imaginative aspects to the online buying experience, as well as possible catalysts for greater earnings (Ahmad, N. Salman, A & Ashiq, R, 2015). Social media has had a significant impact on societal trends in the digital age, assisting the fashion industry by marketing products and uploading videos and appealing images as people spend more time online (Shu-Chuan Chu & Yoo-Kyoung Seock, 2020). As a result, fashion firms have utilised social media as one of their marketing strategies for reaching consumers (Ananda, A.Hernandez-Garcia , A & Lamberti, L., 2015). Fashion influencers may reach millions of fashion-conscious people who seek constant access through social media platforms such as Instagram, Facebook, and YouTube (Harsh, 2022). Social media marketing drives traffic to fashion brand websites and

online stores, boosting online sales. Features such as shoppable posts on Instagram and Facebook, where users can directly purchase products from the platform, streamline the shopping process and enhance the customer experience. Social media ads with clear calls to action can lead users directly to product pages, increasing the likelihood of conversions.

With widespread access to the internet, social media platforms have become integral parts of daily life for many Malaysians. Diagram 1 shows the use of social media in Malaysia has seen a significant increase. Especially people who live in urban regions, such as Kuala Lumpur, Malaysia, typically seek a high-quality life and interest about the fashion industry. Digital connectivity is expanding, they are turning to social media platforms to engage with their favorite brands, influencers, and trends. These platforms offer users a convenient and interactive way to explore content, stay updated with the latest trends, and interact more with their brand.

Most social media users are young people, who are seen as the major target market for social media (Hussain, 2012). Social media is becoming increasingly popular among university students, who rely on it for interactions and communication. According to a study, 72% of high school students and 78% of college students spend time on Facebook, Twitter, and Instagram, indicating the student population's interest in the virtual world of social networking (Hussain, 2012). University students represent a substantial segment of the fashion consumer market, characterised by unique purchasing behaviours and preferences. As they are major users of social media platforms, their interaction with fashion marketing on these platforms is crucial to comprehend.

1.1 Problem Statement

The growing number of corporations advertising on the internet, on the one hand, tightens competition between brands, while on the other hand, online advertising is expanding. Intense rivalry in the business sector drives organizations to pursue various methods to gain and maintain customers. (RussellS.Winer, 2008) A well-known researcher emphasises the numerous sorts of digital media that businesses have used to engage clients, including social networking sites like Facebook, Instagram, and YouTube. The study also looks at the obstacles of social media marketing through the eyes of a marketing manager, since new media must be efficiently integrated into marketing operations. It also shows that many firms now use part or all of the new media to create targeted advertisements that reach specific groups and engage customers on a far higher level than conventional media. The diversity of social media platforms creates a significant hurdle for organisations trying to choose the ideal one for their marketing activities.

According to Nolsheska 2017, the obvious scenario is that fashion consumers' interactions significantly influence their purchasing decisions. However, anyone can use social media to share their opinion, remark, or repost anything. This type of participation can be troublesome for many fashion customers, making it difficult to discern who is correct. This type of participation can be problematic for many fashion buyers, making it difficult for some to determine whose opinion is correct. Previous researchers investigated the impact of Facebook, Instagram, and YouTube on university students' purchasing intentions in the fashion industry (Jawaid M. &., 2021). In addition, previous research (La Ferle, 2005) evaluated the impact of user-generated content on university students' purchasing intentions in the fashion business. However, there is currently a paucity of research about how user-generated content affects university students' shopping behaviour, particularly in Kuala Lumpur, Malaysia. In the context of the fashion industry, influencers, and social media may have a greater impact on fashion purchasers, particularly generations Y and Z (Pate, S., & Adams, M., 2013). The target

demographic is primarily university students who have been victims of scams. The expansion of social commerce has resulted in an increase in frauds and fraudulent activities carried out via social networking platforms such as Facebook, Instagram, WhatsApp, and Telegram. Consumers struggle to prove fraudulent actions because there is no consumer protection to detect the accuracy of information on these sites. As a result, online purchasing scams are growing increasingly prevalent in Malaysia, with online transactions being one of the country's four most common types of fraud (Mokhsin, M., Aziz, A. A., Zainol, A. S., Humaidi, N., & Zaini, N. A. A., 2019). The second difficulty is that university students want to wear things regardless of the price, but they have limited revenue, the majority of which comes from their parents. This encourages individuals to make several purchases and spend a large sum of money regularly. According to (Sorooshian, S., & Seng Teck, T, 2014), Malaysian university students spend more than students in other Asian nations, accounting for a considerable amount of consumer expenditure. There are various issues with university students' buying intentions across all social media sites.

2.0 Literature Review

2.1 University Student Purchase Intention in the Fashion Industry

Purchase intention is the possibility that a consumer will buy a specific brand in the future (Huang, Y., Jim Wu, Y., Wang, Y., & Boulanger, N., 2011). Consumer purchase intention is determined by a consumer's attitude, assessment, and external influences, and it is an important component in predicting consumer behaviour (Chi, H., Yeh, H. R., & Tsai, Y. C., 2011). Consumers will first gather information, then analyse alternatives, and then make purchasing decisions (Chi, H., Yeh, H. R., & Tsai, Y. C., 2011). The stronger the purchase intention, the more probable the consumer will acquire the specific item based on the enticing information (Schiffman, L., & Wisenblit, J., 2000).

According to prior studies, customers face some difficulties while purchasing or searching for information online, even though internet usage has expanded rapidly. Especially in fashion purchasing, which is a special task that involves more engagement in the details from the buyer. (Sudha, M., & Sheena, K., 2017). The ability to shop directly through social media platforms eliminates friction in the purchasing process, making it easier and more likely for students to complete a transaction. Constant exposure to new fashion trends and products keeps students up to date on the current styles, increasing their likelihood of purchasing new items to stay trendy. The information and engagement that university students acquire through various social media platforms have a substantial impact on their purchasing intentions in the fashion sector. When they have enough knowledge and are satisfied with their contact with social media, they will have a strong desire to take the next steps, which include making payments and purchasing specific items.

2.2 Facebook Marketing

Mark Zuckerberg, a Harvard University graduate in 2004, founded the social networking service Facebook. Today, Facebook is the world's largest social network. In the first quarter of 2019, Facebook had more than 2.5 billion active users, with a total of 2.89 billion individuals using the company's main products monthly, including Facebook, WhatsApp, Instagram, and Messenger (Statista., Statistics & Facts About Facebook., 2020). A vast number of the population uses Facebook for information, entertainment, and to pass the time. Facebook can enable and ensure that individuals are following social trends.

Facebook enables businesses to create direct touch with their clients, which is why marketers prioritise recruiting Facebook customers. Facebook encourages new business endeavours and creates more opportunities for them because advertising on Facebook is less expensive than advertising on Google and YouTube (Dudharejia, M., 2017). Businesses may use Facebook features like Facebook Live to provide a behind-the-scenes experience to their customers, ensuring that they see new product upgrades clearly and promote their events online. This allows firms to gain rapid feedback from their customers (Dudharejia, M., 2017). Facebook excels at fostering community engagement through groups and events. It has evolved to offer enhanced group functionalities, allowing businesses to have the opportunity to interact, share experiences, and discuss products with their customers.

Facebook marketing has a huge impact on university students' purchasing decisions in the apparel business. Facebook, a platform with broad reach and interactive capabilities, provides a variety of marketing tools, such as targeted adverts, sponsored posts, and compelling content. As a result, Facebook can be designated as an excellent social platform for organic and paid chances with the greatest potential to reach (Chaffey, 2018). For university students, who are frequent social media users, Facebook is the key source of information and inspiration for fashion trends and product discovery.

According to (Goldsmith, R. E., & Lafferty, B. A., 2002), advertising on Facebook is a good technique to emotionally entice individuals to buy the provided products. Today, leading fashion designers such as Louis Vuitton use Facebook to promote their collections. This study is also supported by a study (Gamboa, A.M. and Gonçalves, H.M. , 2014), on Zara (a well-known fashion designer brand in Malaysia) fans and non-fans on Facebook. Many well-known fashion designer brands, including Louis Vuitton and Zara, use Facebook to reach out to Malaysian customers, with a focus on university students. University students also formed a Facebook community to discuss numerous fashion industry-related topics. These communities boost students' confidence in their purchasing decisions, resulting in increased purchase intention.

2.3 Instagram Marketing

Instagram is usually considered one of the most popular social media sites. Instagram launched on October 6, 2010, with a modest number of users. Two months later, it had reached over a million people, and within a week, it was the most popular photography app, with 10,000 users. According to one survey, Instagram has the highest response rate of any social media network, including Facebook, Snapchat, and Twitter. People prefer Instagram to other social media platforms because they regard it as informative, cool, pleasant, popular, and creative. According to research, Instagram has approximately 117.1 million monthly active users, with an average visit lasting 45 minutes (Exchange4media, 2019). Instagram is a popular social media platform where users trade updates by publishing visually appealing images and videos (Hu, Y., Manikonda, L. and Kambhampati, S., 2014). Instagram's interactive features, such as Stories, Reels, and IGTV, allow advertisers to interact with users in dynamic and novel ways, keeping their audiences engaged with new content. Instagram remains a highly visual site, which allows users to receive a more accurate picture of the products. Instagram also prioritises content depending on user interests and behaviours, which provides more personalised services to users. Instagram marketing has emerged as a dynamic and influential tool in the fashion industry, particularly among university students, who are avid users of social media platforms.

Instagram is an excellent platform for fashion firms to promote their items using high-quality photographs, videos, and stories, attracting the attention of a youthful, fashion-conscious audience. According to Bonilla, a researcher, Instagram's visual component is most suited for fashion enterprises (Del Rocío Bonilla, M., del Olmo Arriaga, J.L. and Andreu, D., 2019).

University students are easily influenced by trends and visual inspiration, such as the appearance and style of fashion items. As these students interact with the content, they develop perceptions of the brand and its products, which influence their purchasing decisions.
With more than 1 billion active users, Instagram provides fashion advertisers with unprecedented consumer reach (Elena, 2020). According to (Casalo, 2018) research, Fashion luxury enterprises largely use Instagram for visual engagement with clients. University students frequently use Instagram to find new trends, follow fashion influencers, and witness real-world uses of products, all of which have a substantial impact on their decision to purchase fashion items. According to (Chen, 2018), the study focused on university-aged young clients' comprehension of marketing using Instagram. The study's findings demonstrated that Instagram marketing encourages young consumers to promote products using filters and hashtags. These interactions foster a sense of trust and relatability, which are important factors in promoting university students' purchase intentions.

2.4 YouTube Marketing

YouTube was founded to provide a social platform for users to quickly produce and share short Internet videos. YouTube receives 2 billion views each day, 51% of viewers visit YouTube websites daily, and 52% of those aged 18 to 34 share YouTube videos with others (Terantino, J.M., 2011). Marketers use YouTube to target certain audiences and promote their products and services. They use YouTube influencers to increase their sales. These influencers, who frequently have millions of loyal followers, help firms increase sales by advocating products and services in a sympathetic and trustworthy manner. Half of the under-30 age group is predicted to discontinue television subscriptions in the next years due to YouTube (Engadget.com., 2016). YouTube's features support the creation of comprehensive and entertaining content. YouTube has provided live streaming, and more than five billion videos are viewed daily. The most popular categories for videos are entertainment, music, people, and blogs (Statista, 2020). Furthermore, YouTube's large collection of video content is an invaluable resource for consumers looking for inspiration and expertise. YouTube allows you to create thorough and long-form content like product reviews, fashion hauls, and styling tutorials. This level of content assists consumers in making informed purchasing decisions by giving detailed product information. The platform's enormous video content is a valuable resource for any industry user seeking inspiration and knowledge.

YouTube's capacity to engage audiences with entertaining and useful material influences university students' purchasing decisions significantly. According to (Dehghani, M., Nourani, S., & Choubtarash, H., 2012), YouTube provides a platform for marketers and consumers to interact. YouTube provides two sorts of advertising opportunities which are in-stream video and in-video adverts (Dehghani, M., Niaki, M.K., Ramezani, I., & Sali, R., 2016). Research by Rohrs, (2014) found that YouTube is quite effective at generating consumer attention by providing engaging, visually stimulating video that appeals to youthful, fashion-conscious consumers. YouTube advertising that successfully combines amusement, education, and customization has a big impact on university students' purchasing inclinations. These advertisements attract students' attention by engagingly presenting modern, relevant content. Entertaining and educational movies give students essential knowledge about fashion products

while keeping them entertained, increasing the likelihood that they would consider purchasing the products. Because of the increasing demand for YouTube, advertisers are shifting from television to online video advertising (Shields, 2016). According to (Perrin, 2015), young individuals aged 18 to 34 are frequent YouTube viewers. This age group, which includes university students, views more YouTube videos than any other cable channel. This demographic's significant involvement with YouTube makes it an effective tool for influencing their fashion purchasing intentions.

2.5 User-Generated Content

User Generated Content (UGC) refers to content created and published by unpaid responders, typically consumers or fans. The proliferation of smartphones has increased the prevalence and volume of user-generated content (UGC), emphasising its importance in today's marketing scene (Melumad, S., Inman, J. & Pham, M., 2019). The change from a publisher-centric model to a user-centric environment has highlighted the growing importance of material provided by individuals rather than organisations (Sethna, B., Hazari, S. & Bergiel, B., 2017). Modern communication technologies allow for two-way connections between consumers and companies, particularly online channels, which may influence people's decision-making processes (Fader, P. & Winer, R., 2012). UGC is frequently considered advantageous to consumers in terms of improving the customer experience by offering genuine feedback and real-life user experiences (Momeni, E., Cardie, C. & Diakopoulos, N., 2015). When customers take the time to write down and share their experiences and ideas, whether favorable or negative, this would contribute valuable information to prospective future purchases. Before UCG came out, consumers depended heavily on recommendations from family and friends to make purchasing decisions. However, the present situation has evolved, with Social Media Week (2020) reporting that 90% of consumers believe user-generated content (UGC) from unknown individuals is a reliable predictor of product quality (Flanagin, A. & Metzger, M., 2013).

Consumers are increasingly sharing user-generated content (UGC) online. As a result, many platforms are continually adding new features, encouraging users to create content to help clients make decisions and improve their marketing tactics. Experiments have consistently shown that negative comments published online have the greatest impact on others' opinions (Schlosser, 2005). As a result, UGC consists of valuable information and serves as a tool for assisting university students in avoiding fashion product blunders. To stay relevant to their customers, premium businesses should devise and apply new social methods, in addition to taking a platform-specific approach (E. Ko, I. Phau, and G. Aiello, 2016). Platforms are increasingly encouraging users to generate material that helps potential buyers make informed purchasing decisions. For university students, UGC such as reviews, testimonials, and shared fashion experiences provide social evidence. Consumer attitudes toward online group buying have a direct impact on the website (Suki, N.M., & Suki, N.M., 2017). Halliday's (2016) study investigated what drives young adults to create and consume content, focusing on a sample of students aged 20 to 25. This age group, which includes university students, commonly shares personal experiences and ideas as part of their identity-building process. For fashion products, UGC which resonates with university students' styles and self-identity has a substantial impact on their purchase intentions since they are more likely to buy products that reflect their values and image.

Figure 1: Research Framework
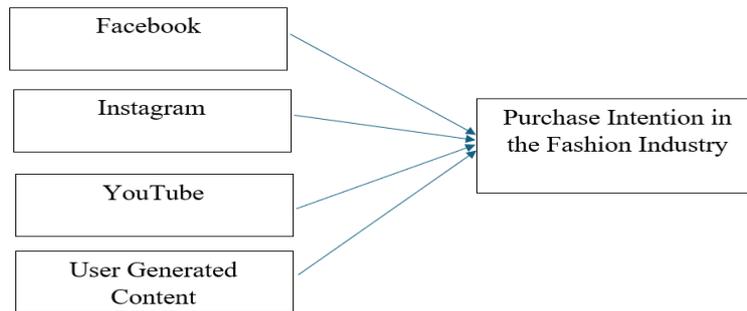
3.0 Methodology

This chapter outlines the research design following the Research Onion framework (Saunders, N. K., Lewis, P., & Thornhill, A., 2019). The study uses a positivist philosophy, emphasizing observable phenomena and quantifiable data, to investigate the effect of social media marketing on the purchase intentions of university students in Kuala Lumpur's fashion industry. This research applies an explanatory classification, seeking to establish causal linkages between the independent variables—Facebook Marketing, Instagram Marketing, YouTube Marketing, and User-Generated Content (UGC)—and the dependent variable, university students' purchase intentions. A deductive approach is adopted to evaluate theories and hypotheses, aligning with the study's focus on testing existing knowledge and collecting quantitative data. The research employs a quantitative strategy, specifically a survey method, to collect numerical data efficiently from a large sample. This strategy is cost-effective and well-suited to digital marketing studies. The survey design is implemented through self-administered online questionnaires, distributed via Google Forms, targeting university students in Kuala Lumpur. The study applies non-probability convenience sampling due to the accessibility of the student population, and a power analysis determined a sample size of 129 respondents for a 95% chance of detecting a significant relationship. Data preparation involves cleaning and organizing survey responses for analysis using SPSS, with the use of Cronbach's alpha for reliability testing. The analysis includes both descriptive and inferential statistics to test hypotheses about the relationship between social media platforms and student purchase behavior. One recommended approach to doing research involves using primary data and employing a cross-sectional time span. The poll was carried out in Kuala Lumpur, Malaysia, targeting university students of both genders. The data collected was subjected to analysis using the Statistical Package for the Social Sciences (SPSS).
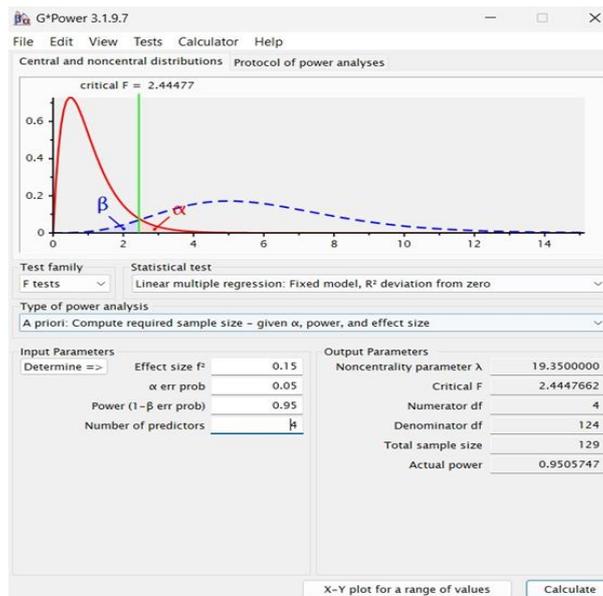
Figure 2 Gpower Sample Size Calculator

4.0 Data Analysis

4.1 Reliability

The reliability analysis conducted for this study, as shown in Figure 8, indicates strong internal consistency across all variables. The high alpha value confirms the dependability of the instruments employed in this research, indicating that the constructs are consistent, and the data collected is appropriate for further analysis and exploration within the scope of this study.

4.3.1 Purchase Intention

Figure 3 shows reliability statistics of Purchase Intention

The dependent variable in this research is purchase intention among university students in the fashion industry, which includes 7 items. 2 items are not involved in this testing due to the items are nominal measures. Figure 3 illustrates the generated results of the reliability test for the 5 items of purchase intention. According to (Pallant, 2016), The Cronbach's alpha coefficient for purchase intention is 0.752, which is considered reliable for this study.

4.3.2 Facebook Marketing

Figure 4 shows the reliability statistics of Facebook Marketing

The independent variable in this research is Facebook marketing, which includes 6 items. 1 item is not involved in this testing due to the items are nominal measures. Figure 4 illustrates the generated results of the reliability test for the 5 items of Facebook marketing. According to (Pallant, 2016), Cronbach's alpha coefficient for Facebook marketing is 0.71, which is considered reliable for this study.

4.3.3 Instagram Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.707	5

Figure 5 shows the reliability statistics of Instagram Marketing

The independent variable in this research is Instagram marketing, which includes 6 items. 1 item is not involved in this testing due to the items are nominal measures. Figure 5 shows the generated results of the reliability test for the 5 items of Instagram marketing. According to (Pallant, 2016), Cronbach's alpha coefficient for Facebook marketing is 0.71, which is considered reliable for this study.

4.3.4 YouTube Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.756	5

Figure 6 shows the reliability statistics of YouTube Marketing

The independent variable in this research is YouTube marketing, which includes 6 items. 1 item is not involved in this testing due to the items are nominal measures. Figure 6 shows the generated results of the reliability test for the 5 items of YouTube marketing. According to (Pallant, 2016), Cronbach's alpha coefficient for YouTube marketing is 0.76, which is considered reliable for this study.

4.3.5 User-generated Content

Reliability Statistics

Cronbach's Alpha	N of Items
.877	5

Figure 7 shows the reliability statistics of User-generated content

The independent variable in this research is User-generated content, which includes 6 items. Figure 7 shows the generated results of the reliability test for the 6 items of YouTube marketing. According to (Pallant, 2016), Cronbach's alpha coefficient for YouTube marketing is 0.88, which is considered reliable for this study.

4.2 Normality Test

A normality test was performed to determine whether the dataset follows a normal distribution. A normality test was conducted by assessing the skewness and kurtosis values of each variable. The skewness values of the variables are within the permissible range of -2 and 2, while the kurtosis values are within the acceptable range of -7 to 7 (Tabachnick, B. G., & Fidell, L. S., 2007). Table 2 also shows the skewness and kurtosis values for the variables. Skewness is a measure of how asymmetric a variable's distribution is. A skewness value of zero is frequently associated with a symmetric distribution, represented by the normal distribution. The skewness values for purchase intent, Facebook marketing, Instagram marketing, YouTube marketing, and user-generated content are -0.46, -0.43, -0.8, -0.57, and -0.98, respectively. Kurtosis, on the other hand, is a measure of the weight and length of the tails of a data distribution. Purchase intention, Facebook marketing, Instagram marketing, YouTube marketing, and user-generated content have kurtosis values of -0.34, -0.35, 1.1, -1.2, and 0.51, respectively.

Table 1: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Avg_PurchaseIntention	159	2.00	4.43	3.5247	.50148	-.461	.192	-.343	.383
Average_FacebookMarketing	159	1.67	4.33	3.5943	.60254	-.428	.192	-.345	.383
Avg_InstagramMarketing	159	1.17	4.33	3.6897	.57260	-.796	.192	1.118	.383
Avg_YoutubeMarketing	159	1.00	4.33	3.5178	.70176	-.567	.192	-.123	.383
Avg_UserGeneratedContent	159	1.83	5.00	4.3008	.72805	-.984	.192	.508	.383
Valid N (listwise)	159								

4.3 Pearson Correlation

Pearson correlation analysis is used to assess the strength and direction of a linear relationship between two variables. The Pearson correlation coefficient (r) spans between -1 and +1. A 'r' value of +1 implies a perfect positive correlation, while -1 indicates a perfect negative correlation. The sign of the correlation coefficient denotes the direction of the association, while the coefficient value represents the strength of the relationship (Pallant, 2016). This study investigates the moderating effect of social media marketing on the links between Facebook marketing, Instagram marketing, YouTube marketing, user-generated content, and purchase intention in the fashion business.

Table 2 demonstrates that the correlation coefficient between FM and PI is 0.783, indicating that FM has a stronger positive link with PI. FM and PI have a substantial connection (p-value < 0.001). This correlation is the closest to the ideal positive correlation. The r-value for the correlation between IM and PI is 0.751, indicating a stronger favourable relationship between the two. The found association between IM and PI is statistically significant (p-value < 0.001). The Pearson correlation coefficient for the interaction variables YTM and PI is 0.76, showing a stronger positive link. The interaction between YTM and PI is slightly more positively correlated with EE than the direct link between IM and PI. This suggests that more Instagram Marketing strengthens the positive link between YTM and PI. Furthermore, the p-value of <0.001 indicates statistical significance. The correlation between the interaction term UGC and PI is 0.643, indicating a moderately stronger positive link. The association is weaker than the others. The found association between UGC and PI is statistically significant (p-value < 0.001).

Table 2: Pearson Correlation

Correlations

		Avg_PurchaseIntention	Avg_Facebook Marketing	Avg_Instagram Marketing	Avg_YoutubeMarketing	Avg_UserGeneratedContent
Avg_PurchaseIntention	Pearson Correlation	1	.783**	.751**	.760**	.643**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	159	159	159	159	159
Avg_FacebookMarketing	Pearson Correlation	.783**	1	.659**	.813**	.657**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	159	159	159	159	159
Avg_InstagramMarketing	Pearson Correlation	.751**	.659**	1	.637**	.556**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	159	159	159	159	159
Avg_YoutubeMarketing	Pearson Correlation	.760**	.813**	.637**	1	.637**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	159	159	159	159	159
Avg_UserGeneratedContent	Pearson Correlation	.643**	.657**	.556**	.637**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	159	159	159	159	159

**. Correlation is significant at the 0.01 level (2-tailed).

4.5 Multiple Regression

Multiple regression analysis is a statistical technique used to examine the relationship between several independent variables and a single dependent variable. Its primary purpose is to assess how well the independent variables in a research model explain variations in the dependent variable and to identify the most influential predictors. This study uses multiple regression to explore the causal relationships between Facebook marketing, Instagram marketing, YouTube marketing, and User-generated content (UGC) as independent variables, and purchase intention as the dependent variable. The analysis includes a model summary and an analysis of variance (ANOVA). As shown in Table 11, the R-value is 0.86, indicating a strong correlation between observed and predicted values, while the R-squared value of 0.737 demonstrates that 73.7% of the variance in purchase intention can be explained by the independent variables, with 26.3% attributable to other factors. The ANOVA results in Table 12 reveal a p-value of <0.001, indicating a statistically significant model, with an F-value of 108.116 supporting the model's overall fit and demonstrating that Facebook marketing, Instagram marketing, YouTube marketing, and UGC are significant predictors of purchase intention.

Table 3: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.859[a]	.737	.731	.26029	2.352

a. Predictors: (Constant), Avg_UserGeneratedContent, Avg_InstagramMarketing, Avg_YoutubeMarketing, Avg_FacebookMarketing

b. Dependent Variable: Avg_PurchaseIntention

Table 4: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.301	4	7.325	108.116	<.001[b]
	Residual	10.434	154	.068		
	Total	39.735	158			

a. Dependent Variable: Avg_PurchaseIntention

b. Predictors: (Constant), Avg_UserGeneratedContent, Avg_InstagramMarketing, Avg_YoutubeMarketing, Avg_FacebookMarketing

5.0 Discussion

In this study, hypotheses H1, H2, H3, and H4 were examined to understand the factors of social media marketing influencing purchase intention amongst university students in Kuala Lumpur, Malaysia.

The first hypothesis is "There is a positive relationship between Facebook marketing and University Student Purchase Intention in the Fashion Industry." The result showed that Facebook marketing is a significant predictor of purchase intention with a sig p-value of ≤ 0.01 and a coefficient value of 0.247. The positive value of the coefficient shows that Facebook marketing and purchase intention have a positive relationship. The multiple regression test also showed that Facebook marketing has the second-highest coefficient value.

The second hypothesis is "There is a positive relationship between Instagram marketing and University Student Purchase Intention in the Fashion Industry." The result showed that Instagram marketing is a significant predictor of purchase intention with a sig p-value of ≤ 0.01 and a coefficient value of 0.306. The coefficient's positive value indicates that Instagram marketing and purchase intention are positively correlated. The multiple regression test revealed that Instagram marketing has the greatest coefficient value. This suggests that Instagram marketing has a greater impact on purchase intention than the other independent variables (Facebook marketing, YouTube marketing, and user-generated content).

The third hypothesis is "There is a positive relationship between YouTube marketing and University Student Purchase Intention in the Fashion Industry." The result showed that YouTube marketing is a significant predictor of purchase intention with a sig p-value of 0.03 and a coefficient value of 0.161. The positive value of the coefficient shows that YouTube marketing and purchase intention have a positive relationship. The multiple regression test also showed that YouTube marketing has the third-highest coefficient value among the four independent variables.

The final hypothesis is "There is a negative relationship between User-generated content and university student purchase intention in the fashion industry." The findings revealed that User-generated content is a weak predictor of purchase intention, with a p-value of 0.055 and a coefficient of 0.076. The multiple regression test also showed that User-generated content had the lowest coefficient value among the four independent variables. A sig p-value of 0.555 over 0.5 indicates that the hypothesis is rejected.

5.1 Implication of the Study

The results of this study contribute to both theoretical and practical understandings of how social media platforms like Facebook, Instagram, YouTube, and user-generated content (UGC) influence consumer purchase intentions. Theoretically, the study draws on the Uses and Gratifications Theory (UGT) and Hedonic and Utilitarian Theory. UGT, as described by Katz, Blumer, and Gurevitch (1974) and supported by Rubin (2002), explains why individuals engage with media platforms to fulfill social, psychological, and informational needs. In the context of social media marketing, platforms like Instagram and YouTube provide visual pleasure and influence consumer decisions through tutorials and reviews, while Facebook's community-oriented nature fosters social connection. The study also aligns with the Hedonic and Utilitarian Theory, where UGC on these platforms enhances both pleasure-seeking and practical purchasing experiences, as Hazari, Bergiel, and Sethna (2017) suggest. Fashion brands use Instagram to appeal to consumers' desires for fun and approval, while Facebook reviews and YouTube demos offer valuable, trustworthy insights that aid decision-making, especially among university students. Practically, the findings emphasize the power of social influence in marketing to young consumers, who are particularly affected by opinions from peers and recognized figures, as noted by Lu, Yu, Liu, and Yao (2003). This is further supported by See, Khalil, and Ameen (2012), who found a positive correlation between social influence and purchase intention. Businesses should encourage UGC as a powerful endorsement tool, with platforms like Facebook offering detailed reviews and Instagram and YouTube providing engaging visuals that help students make informed decisions about products. Overall, this research expands existing knowledge on the impact of social media marketing and offers new insights for future studies.

5.2 Conclusion and Recommendation

The study suggests some recommendations for future scholars to explore the topic in detail. Firstly, Cultural norms and ideas have a considerable impact on buying decisions. Research conducted across a larger geographic area could give light on how cultural factors influence the performance of social media marketing in other countries. A comprehensive plan that examines the linkages of many techniques would provide a more complete view of digital marketing. Future studies should include cross-cultural studies that compare the efficiency of social media marketing in other countries or areas. This would aid in understanding how cultural variations, economic conditions, and social behaviours influence customers' reactions to social media marketing methods and user-generated content. Future research can also examine the combined impact of several digital marketing strategies, such as influencer marketing, paid social media ads, and SEO. This would enable businesses to measure the relative impact of various digital marketing tactics more accurately on consumer behaviour and purchase intent.

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