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## THE IMPACT OF USER INTERACTION ON FACEBOOK BRAND PAGE TOWARDS PURCHASE INTENTION

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**Abstract:** *Facebook users in Malaysia as at March 2020 had reached more than 25 million and it is expected to exceed more than 27 million users by 2025. In 2019, 75 percent of Malaysians had engaged in online purchasing with 58 percent purchased via mobile devices. Past studies had found that social media played influential role in motivating consumers to buy online. However, little knowledge on what factors influence online consumers in Malaysia to purchase online from Facebook platform as it is top social media platform in the country. Failure to use the high percentage of social media users in marketing conversion strategies could cost online marketers huge opportunity for larger sales and profit margin and market share. The study focused on how brand awareness, brand page commitment and word-of-mouth played role in purchase intention at Facebook platform. The sample of 183 drawn from Malaysia Facebook users in Klang Valley through snowball sampling and a structured questionnaire using Likert scale was used. All except brand page commitment were found to have significant impact on purchase intention via Facebook platform with word-of-mouth to be the most influential factor. It is crucial for online marketers to design their digital marketing strategies by understanding social media interaction factors that allow for maximum influence to purchasing process as online and physical purchasing process involve different factors and strategies.*

**Keywords:** purchase intention, social media user interaction, Facebook, brand awareness, brand page commitment, word-of-mouth.

## **1. Introduction**

Digital marketing opened up new means of entering, educating, engaging and selling goods and services to consumers. These things are being done very well and thus digital marketing is expected to stay at the forefront of the technological revolution (Kim, Kang & Lee, 2019) Digital marketing across social and mobile media has become a part of millions of people's everyday lives extremely fast, it has extended into that routinised social activities. It also has contributing to the establishment of customer relationship (Kim, Kang & Lee, 2019) Some has considered Facebook as the "holy grail of marketers" among the famous social networking networks widely used by businesses to facilitate marketing and branding activities. In the Facebook format, marketers present their details on specific brands and products, the users develop interaction by commenting on Facebook or providing "like" status this portrays the status of specific advertising approval (Pütter, 2017). The Internet and digital technology have become essential to 2 the business, and customer interaction with goods and product brand is evolving in nature. Consumers are now encouraged to interact with the brand, to exchange information and to create content that represents their brand preferences with other consumers. The more customers are involved, the more likely they are to inspire others to look at specific products. (Parganas, Anagnostopoulos & Chadwick, 2017) There are few ways to scrutinize how social media marketing can influence the purchase decision making of the consumers. In this research, the framework was included with variables based on Hierarchy of Effect (HOE) that consists of three stages which are Cognitive Stage, Affective Stage, Conative Stage. The variables are all related to these three stages. The brand awareness relates with cognitive stage, the brand page commitment and word of mouth relate with the affective stage and the purchase intention relates with the conative stage.

These days, social media played an enormous role in the marketing strategy. Social media can be described as 'the media produced by consumers, which incorporates a broad range of new online information platforms developed and used by consumers to exchange information with others on any subject of concern (Pütter, 2017). Malaysia, in 2018 there were approximately 24,6 million people that use social media, of which 97,3% were owned by a Facebook account, making it the country's most popular social networking site. Following are Instagram account (57,0%) and YouTube account (48,3%), Google + account (31,3%), Twitter account (23,0%) and LinkedIn (13,3%) (MCMC, 2018).

The research objectives of this paper are:

1. To determine the relationship between the brand awareness from the consumers in the brand Facebook page with the purchase intention of the consumers
2. To determine the relationship between the brand page commitment from the consumers in the brand Facebook page with the purchase intention of the consumers
3. To determine the relationship between the word of mouth from the consumers in the brand Facebook page with the purchase intention of the consumers
4. To determine the user interaction in the Facebook brand page that has the highest impact towards the purchase intention of the consumers.

## **2. Literature Review**

### **2.1 Problem Statement**

In the social media, users also participate in various types of behaviours (e.g. comment, post, view), which generate indicators for social media participation, and this will yield different kind of results. The followers or likers of the Fan Pages are the main member of the online community, which gives the emotional / cultural engagement a main identity as integral consumption. For instance, users that like or 4 follow the various Facebook fan pages appear to interact differently with specific sites. They can like, comment, share and click on posts that typically show how they feel about the content or postings of the brand. This in effect will influence their next move on their decision making or purchase intention. (Rahman, Moghavvemmi, Suberamanaian, Zanuiddin and Bin Md Nasir, 2018). According to (Kang & Shin, 2016), they believe that consumers are not passive media participants and that consumers take an active part in the understanding and incorporation of media into their own lives.

However, the consumer behaviour in social media is tough to anticipate. The driving factors of the consumer attitude for the marketer in the media campaign are always unpredictable hence the marketer is highly susceptible to social media campaigns (Jamali and, Khan, 2018) It is hard for the marketer to foresee the user interaction of the followers or likers on their Facebook brand page and how it is going to impact on the purchase intention from the followers and consumers. In addition, the idea of user participation in online brand communities is still being misunderstood and still not very clear for the marketers, hence illustrating the need for theoretical user engagement or interaction research (Rahman, Moghavvemmi, Suberamanaian, Zanuiddin and Bin Md Nasir, 2018). For that reason, the rationale of this study is to determine and offer better understanding the impact of the user interaction on Facebook brand pages towards the purchase intention.

### **2.1.1 Purchase Intention**

Consumers typically make their buying decisions based on knowledge they obtain through mass media (e.g. advertisements, newspapers, TV) but nowadays the various online social media networks may affect the consumer's capacity in their decision of making purchases. (East, Wright & Vanhuele, 2008). (Schiffman and Kanuk, 2009) mentioned that the purchasing intention of customers was based primarily on the value of the goods and on feedback posted by other users, such as on social media. The spontaneous dissemination and advice resulted from the company's created ads (viral marketing) along with word of mouth produced by users (WOM) is an outcome of users who finding the brands or products are worth considering. (Hoy & Milne, 2010). Consumers are usually part of numerous online communities, which may influence their purchasing behaviour. And in this case, the online communities would be the Facebook's community, the brand page's community, the consumers' Facebook friends and few more. It is supported by Zhao, Grasmuck, and Martin, (2008) that the input obtained by other consumers can affect their brand perceptions and purchasing intentions when they joined any of the communities in Facebook, especially the brand communities in Facebook. This will take back to the main objective of the brand communication where they get to influence the consumers' purchase intention, they will make the consumers buy their products or brands in full awareness or willingly (Hutter, Hautz, Dennhardt & Füller, 2013).

Research evidence have shown that consumers that actively engaging with the brand page have a favourable effect on marketing success (Wang, Cao & Park, 2019). Using the principle of social identification, research indicate that brand community consumers love to favour goods and brands that correlated closely with the community (Muniz & O'Guinn, 2001). (Chiang & Jang, 2007) proclaimed that the 13-brand page commitment is a good driven factor that will boost emotional and behaviour respectively to the brand. The preceding research by (Gamboa & Gonçalves, 2014) in the case of ZARA's Facebook brand page community managed to amplify the brand loyalty and also the brand purchase intention by cultivating the brand page commitment from the community. It also mentioned in the same research that the commitment is developed through the active participation or engagement from the brand page community. Cited from (Beukeboom, Kerkhof, & de Vries, 2015), positive brand assessments including brand attitude, brand ownership and purchase intent usually come from consumers who follow or like the community of the brand. It is also supported by (Dijkmans, Kerkhof & Beukeboom, 2015) that the consumers who committed to the brand page are more encouraging about the brand and the products, they are also leaning towards to have higher purchase intention and spend more money on the brand and products.

### **2.1.2 Brand Awareness**

Brand communication constructs awareness, ties and the possibility of the brand being included in the evoked collection of the consumers' mind. Communication inputs give the consumer as the receiver a beneficial effect; thus, brand communication is well-related with brand awareness as long as the message results in a favourable customer reaction to the product involved, as to a comparable product that is non-branded (Yoo, Donthu & Lee, 2000). Homburg, Klarmann & Schmitt (2010) articulated that brand awareness is an incredibly critical factor in the cycle of communication. Prior research indicate that marketing communications will improve brand recognition (Stojanovic, Andreu & Curras-Perez, 2018). Based on schema theory, social media communications seem to have the identical impact with the latter (Schivinski & Dabrowski, 2015).

Previous research that made by Stojanovic, Andreu & Curras-Perez (2018) social network users are constantly exposed to material they exchange with the communities in the social network and this has made a substantial influence on the brand awareness of the brands. Clearly social media offers the brand's brand communities a modern and efficient online environment. Web 2.0 technology makes it easy to create, interact and interoperate inexpensive content (Berthon, Pitt, Plangger & Shapiro, 2012). This has made the consumer in the brand communities interact effortlessly. The communication between consumers continues to favour the ecosystem of social media and influences the character and availability of information disperse by companies.

According to Bruhn, Schoenmueller & Schäfer (2012), the effectiveness of brand community peer interactions, in this case, the Facebook brand fan page has a positive impact on the functionality of the brand community, both experientially and symbolically hence giving an effective influence on the brand awareness. Brand awareness is perceived to be significantly influenced by the level of social media user interaction, (Bruhn, Schoenmueller & Schäfer, 2012) especially in the brand Facebook page. Even though the negative effect is inevitable, but it can still stay under the risk. It is because the consumers choose to be or participate in the brand community by clicking the "Like" button on the brand Facebook page, they agreed to expose themselves to the brand communication by the brand itself. Supported by Hutter, Hautz, Dennhardt, and Füller (2013), both positive and negative content types communicate brand knowledge, which will lift up the brand awareness and it is especially useful for consumers in terms of purchasing intention (Bruhn, Schoenmueller & Schäfer, 2012). Social networking serves one means of getting consumers aware of the products and brands, thus create a reputable level of brand awareness in the mind of the consumers.

The notable preference for the brand will influence the purchase intention of the consumers. Complexity can lead to purchase avoidance within an online environment; however, familiarity with brands or brand awareness can increase the involvement of customers in the social media community in the brand seeking both of the brand and user's information (McClure & Seock, 2020).

### **2.1.3 Brand Page Commitment**

The concept of commitment can be seen as a set of requirements for retaining an incredible relationship between brand and consumer (Shankar, Smith, & Rangaswamy, 2003). Commitment may be described as the conviction of the customers that the benefits of the prolonged partnership are greater than the benefits of ending the relationship (Zhang, Ling, Zhang & Xie, 2015).

The brand page helps users to establish social connections with the brand and the other community member of the brand page. (Kamboj, Sarmah, Gupta & Dwivedi, 2018). And according to (Hutter, Hautz, Dennhardt & Füller, 2013), brand page commitment is a method for building long-term connections between brands and their consumers. Brand page commitment also refers to a deep connection by the consumers to a brand page and emotional connections (Shi, Cao, Chen & Chow, 2019).

Moreover, Facebook brand page can improve the consumers' sense of connectedness and commitment to the community of the brand page. (Dholakia, Bagozzi, & Pearo, 2004). The interactions between the user in the brand page encourage a greater degree of mutual engagement and dedication (Pletikosa Cvijikj & Michahelles, 2013) to the brand and also towards each other in the brand community. The user interaction in the Facebook brand page allow consumers to exchange insights and ideas with others to develop their experience and inspire them to become more committed to the brand page (Carlson & Dreher, 2018). The user interactions on the Facebook brand page with the brand and the other members will encourage the development of links and the development of emotional ties towards both brand and the community members hence contributing to the emotional commitment of customers to the brand (Tseng, Huang, and Setiawan, 2017). The interaction of consumers is able to develop emotional relationships with buyers so that commitment and loyalty between the consumers and brand are developed. (de Silva, 2019). He also added that increased interaction will lead to increasing trust and loyalty and therefore the customer remains committed to the brand. Previous researches also have shown that the people who had a lot of participation in a brand page community tend to have higher commitment towards the brand page and the brand itself (Munnukka, Karjaluoto & Tikkanen, 2015). A brand page commitment can be based on superior values derived from regular posts on the brand page and also on the custody of the brand page (Hsu, Liu, & Lee, 2010).



### **2.1.4 Word of Mouth**

WOM marketing is a common word that includes strategies like "viral marketing" or "buzz marketing" (Sernovitz, 2015). Word-of-mouth (WOM) marketing is not, just about creating and engaging discussions among customers but rather about promoting the brand to them and integrating them into the overall marketing campaign of the brand (Meiners, Schwarting & Seeberger, 2010). Such personal to personal exchanges give exposure, beyond the communications provided by the firms and unintentionally influence decision-making, to knowledge related to the use of this good or service (Hocking, Brown, and Harzing, 2007).

These days, the WOM has evolved into a new form that is better known as eWOM or electronic-Word of Mouth (Yang, 2017). Internet has allowed consumers to submit and access online consumption-related advice and to participate in so-called electronic words of mouth with increasing possibilities. (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). E-WOM gives internet consumers an interchange of information assessment about a product or service. E-WOM has already become a leading marketing method. (Erkan & Evans, 2016). The expansion and widespread use of social instruments have increased the alternatives for consumers to obtain product knowledge and deliver them various ways to offer their own consumer-related suggestions by participating in e-WOM (Yaylç & Bayram, 2012). Great focus was taken on the rise of web media, one of the most powerful sources of knowledge on the Web and this has been taken as an advantage by the companies to form the WOM communication (Abubakar & Ilkan, 2016). Any informal Internet interaction related to customers and referring to using or selling products or services by any brands (Litvin, Goldsmith, and Pan, 2008). WOM also involves the exchange of brand knowledge, the posting of brand material from the brand page to their personal profile or blog with their colleagues. (Chae, Kim, Lee & Park, 2020).

When the future customer notices that the goods marketed by a brand includes vast amounts of favourable e-WOM, a good predictor of the product quality and service to be delivered by a company will grow in the mind of consumers (See-To & Ho, 2014). This will increase the good perception towards the brand in the mind of consumers and will lead to purchase intention. E-WOM will also make it relatively easy for potential customers to make decisions by reducing their mental burden hence at the same time helps improve revenue for the brands by the increasing of purchase intention (Zhang, Ye, Law & Li, 2010). Using the e-WOM influence not just the customers' online purchasing decisions but their frequency of purchase will also be influenced. (Yaylç & Bayram, 2012)

### 3. Method

This study employed a quantitative research design that aimed to investigate the characteristics of interaction among Facebook users on purchase intention. The population for this study was Malaysia Facebook users. It is estimated that there are more than 25 million Facebook users in Malaysia as at March 2020 (Napoleoncat, 2020). The sample size was drawn from an initial randomly selected of 20 sample who were from Klang Valley. Then they were asked to share the questionnaire to at least five new sample. The initial number later snowballed to 183 sample. According to Sekaran (2003) a sample between 30 to 500 is an adequate for most reliability test and multiple regression analysis.

This study collected data from a structured questionnaire which was adopted from past study by Hutter, Hautz, Dennhardt, and Füller (2013). The questionnaire consisted three main sections. The first section was to cover background of respondent, second section consists of measurements for independent variables and last section was for dependent variable questions. The independent variables were brand awareness, brand page commitment and word of mouth while dependent variable was purchase intention as depicted in below Table 1. The data was screened and cleaned. The scale used for the independent and dependent measurements was 5-points Likert scale, while demographic questioned used multiple choice responses.

**Table 1: Questionnaire Design**

| Variable              | No of Items | Types of Variables   | Adopted from                                 |
|-----------------------|-------------|----------------------|----------------------------------------------|
| Brand Awareness       | 4           | Independent Variable | (Hutter, Hautz, Dennhardt, and Füller, 2013) |
| Brand Page Commitment | 4           | Independent Variable |                                              |
| Word of Mouth         | 4           | Independent Variable |                                              |
| Purchase Intention    | 4           | Dependent Variable   |                                              |

Multiple regression analysis was used to test the hypotheses for this study. The hypotheses were developed to investigate the relationship of more than two independent variables onto one dependent variable. Andersson, Cuervo-Cazurra and Nielsen (2020) stated that multiple regression is used to understand the variance in the dependent variable by each of independent variable. In this study, multiple regression will assist in testing all the hypotheses mentioned earlier.

Alpha value ( $\alpha$ ) was used to measure the consistency of each item in the variable. Malhotra (2019) stated that values of Cronbach's alpha above 0.7 is acceptable, however value of 0.8 is preferable. Table 2 showed each value of Cronbach's alpha which above 0.90 suggesting an excellent internal consistency.



Table below indicated that brand awareness has coefficient value of .93, brand commitment has .91 coefficient value, word of mouth has a coefficient value of .93 and followed by purchase intention which has a .94 efficient value. Overall, the reliability test it is confirmed for this study is reliable to capture the constructs.

**Table 2: Reliability Test of Constructs**

| n = 183               |                 |                              |                |
|-----------------------|-----------------|------------------------------|----------------|
| Variables             | Number of Items | Cronbach's Alpha( $\alpha$ ) | Interpretation |
| Brand Awareness       | 4               | 0.92                         | Excellent      |
| Brand Page Commitment | 4               | 0.91                         | Excellent      |
| Word of Mouth         | 4               | 0.93                         | Excellent      |
| Purchase Intention    | 4               | 0.94                         | Excellent      |

#### 4. Results and Discussion

Table 3 below shows the respondent profile. This study consisted majority of 77 percentage of female and 23 percent of male. 49.7 percent were aged between 22 to 25, closely followed by age group of 26 to 29 represented by 41 percentage. Large percentage of 47.5 percent showed respondents were employed in private sector who majority earned RM3000 to RM6999 per month that represented by 29.5 percent.

**Table 3: Respondent Profile**

| Demographic                                 | Items                  | Valid Percentage (%) |
|---------------------------------------------|------------------------|----------------------|
| Gender                                      | Male                   | 23                   |
|                                             | Female                 | 77                   |
| Age group                                   | 18 – 21 years old      | 1.6                  |
|                                             | 22 – 25 years old      | 49.7                 |
|                                             | 26 – 29 years old      | 41                   |
|                                             | 30 years old and above | 7.7                  |
| Occupation                                  | Government sector      | 16.9                 |
|                                             | Private sector         | 47.5                 |
|                                             | Self-employed          | 9.3                  |
|                                             | Unemployed             | 4.4                  |
|                                             | Student                | 21.9                 |
| Income per month                            | Below RM1,000          | 25.7                 |
|                                             | RM1,000 – RM2,999      | 19.1                 |
|                                             | RM3,000 – RM6,999      | 29.5                 |
|                                             | RM7,000 – RM9,999      | 16.9                 |
|                                             | RM10,000 and above     | 8.7                  |
| Average hours spent on Facebook per day     | 1-2 hours              | 31.7                 |
|                                             | 3-4 hours              | 54.6                 |
|                                             | 5-6 hours              | 9.3                  |
|                                             | More than 6 hours      | 4.4                  |
| Frequency of buying from Facebook per month | 0-2 times              | 46.4                 |
|                                             | 3-5 times              | 19.7                 |
|                                             | 6-8 times              | 23                   |
|                                             | More than 8 times      | 10.6                 |

The finding revealed that more than half with 54.6 percent spent three to four hours and 31.7 percent on Facebook in a day. Despite spending 3-4 hours a day, majority of respondent in month only 2 and below times from Facebook that represented by 46.4 percent. 23 percent said they bought between 6 to 8 time in a month from Facebook while 19.7 percent bought between 3 to 5 times in a month. Only 10.7 percent of respondents purchasing more than 8 times from Facebook in a month.

Table 4 showed the variance of dependent variable that can be explained by independent variables included in this study. The independent variables for this study were brand awareness, brand page commitment and word-of-mouth, were found to be able to explain 83.6 percent the changes happen in dependent variable; purchase intention. This can be said other variables that are not included in this study, which is only 16.4 percent, can explain the variance in dependent variable.

**Table 4: Model Fit Summary**

| Model    | R            | R Square     | Adjusted R Square | Std. Error of the Estimate |
|----------|--------------|--------------|-------------------|----------------------------|
| <b>1</b> | <b>0.914</b> | <b>0.836</b> | <b>0.833</b>      | <b>0.38389</b>             |

Table 5 showed the result of F-test that was used to assist to study the linear relationship between independent variables with dependent variable whether or not it is relevant in the study. F-test is significant depending on the p-value ( $p < 0.05$ ). Hence it showed that the overall linear model is valid and fit for the study.

**Table 5: ANOVA Result**

| Model             | Sum of Square  | df         | Mean Square   | F              | Sig.         |
|-------------------|----------------|------------|---------------|----------------|--------------|
| <b>Regression</b> | <b>134.567</b> | <b>3</b>   | <b>44.856</b> | <b>304.372</b> | <b>0.000</b> |
| <b>Residual</b>   | <b>26.379</b>  | <b>179</b> | <b>0.147</b>  |                |              |
| <b>Total</b>      | <b>160.947</b> | <b>182</b> |               |                |              |

Table 6 exhibits the three independent variables, namely brand awareness, brand page commitment and word-of-mouth. Only brand awareness and word-of-mouth showed to have significant impact on the dependent variable; purchase intention since p-value is less than 0.05. Meanwhile, brand page commitment does not have effect on purchase intention at Facebook platform since p-value exceeded 0.005. This can be concluded that  $H_1$  and  $H_3$  are accepted while  $H_2$  is rejected as depicted in Table 7.

In addition, Table 6 also revealed that word-of-mouth is the most influential factor on purchase intention at Facebook with standardized Beta coefficient provides with the highest value of 0.510. The value explained that as 1 unit of word-of-mouth increases, purchase intention at Facebook will increase by 0.510 unit.

**Table 6: Coefficienta**

| Model                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-----------------------|-----------------------------|------------|---------------------------|-------|-------|
|                       | $\beta$                     | Std. Error | beta                      |       |       |
| (Constant)            | 0.265                       | 0.136      |                           | 1.953 | 0.052 |
| Brand Awareness       | 0.412                       | 0.60       |                           | 6.879 | 0.000 |
| Brand Page Commitment | 0.015                       | 0.071      | 0.014                     | 0.213 | 0.831 |
| Word-of-Mouth         | 0.527                       | 0.066      | 0.510                     | 8/023 | 0.000 |

a. Dependent Variable: Purchase Intention

The study revealed that brand awareness has significant impact on purchase intention at Facebook platform. This result is similar to past study by Hutter, Hautz, Dennhardt and Füller (2013) where higher brand awareness available at Facebook tend to increase consumer’s purchase intention. Jamali & Khan (2018) also found that brand awareness has direct effect towards the purchase intention among online consumers at social media platforms.

**Table 7: Result of Hypotheses Testing**

| Variable              | Hypothesis                                                                                  | Result   | Similar Results                                                             |
|-----------------------|---------------------------------------------------------------------------------------------|----------|-----------------------------------------------------------------------------|
| Brand Awareness       | H1: Brand awareness has a significant impact purchase intention at Facebook platform.       | Accepted | Hutter, Hautz, Dennhardt & Füller (2013), Jamali & Khan (2018) Marrs (2020) |
| Brand Page Commitment | H2: Brand page commitment has a significant impact purchase intention at Facebook platform. | Rejected | Jamali & Khan (2018), Liaw (2011)                                           |
| Word-of-Mouth         | H1: Word-of-mouth has a significant impact purchase intention at Facebook platform.         | Accepted | Jamali and Khan (2018), Tien, Amaya Rivas & Liao (2019)                     |

Nanne et. al., (2020) explained that brand awareness can also be increased by posting content that is interesting and educating as well. In creating high and strong brand awareness, marketers are suggested to include valuable material such as graphic and video material. Dale et al., (2020) found that such materials are proven to increase traffic at social media and so increase conversion media ratio. Thus, it is crucial that building strong brand awareness as it is a brand equity element in digital marketing at social media platform (Keller, 2020).

Conduct online marketing research, according to McClure and Seock (2020) allows for better understanding of how consumer at social media platform act on purchase decision. With better understanding, marketers are able to design the contents of social media as it fit the preference of consumer.

As for brand page commitment's impact on purchase intention at Facebook platform, it was found that no significant impact in this study. This is opposite with a study by Hutter, Hautz, Dennhardt and Füller (2013) where that brand page commitment had influence on purchase intention. However, past studies by Jamali and Khan (2018) and Liaw (2011) supported result for rejection of H<sub>2</sub>, where both studies found there was insignificant relationship between brand page commitment with Facebook purchase intention.

The last hypothesis on word-of-mouth's impact on Facebook purchase intention in this study, is accepted. The result also showed word-of-mouth was the most influential factor on dependent variable; purchase intention. This is similar to studies by Jamali and Khan (2018) and Tien, Amaya Rivas and Liao (2019) where word-of-mouth played a crucial factor on purchase intention due to the influence of credible source of social media platforms.

Word of mouth is not a structured marketing mechanism which businesses may use in order to draw customers, but the belief of words of mouth that comes from friends or people from the same environment that usually will influence the purchase intention of the consumers (Kotler, 2020). Tien, Amaya Rivas and Liao (2019) further stated that improving of word of mouth can be done by the "social service" process, where businesses look for group conversations and feedback on their brands, respond to user feedback, and provide customer assistance through the various social media resources. They also suggested to execute "seeding programs" that offer the customers various rewards like offering vouchers or gifts, could spread the impact of the offering via sharing information with closest people (Tien, Amaya Rivas and Liao, 2019). It is can be concluded that to increase high purchase likelihood at social media, marketers need to include various contents as they give deeper insights and consumers tend to scrutinize the contents via their online interaction. This in return could boost better and positive word-of-mouth at a brand's social media.

Denoting to Jamali and Khan (2018) findings, by create strong word-of-mouth, marketers directly empower their consumers in deciding the purchasing process. In addition, the researchers also stated that marketers must determine the right type of contents of word-of-mouth so that two-way interaction could take place (McClure and Seock, 2020). Having right contents according to McClure and Seock (2020) could influence higher interest in social media and influence purchase decision intention.

This study's limitation and scope focused only on Facebook platform should be extended for future research. Since only linear relationships were studied in the absence of mediating variables, it is crucial to understand what mediating factors play role on Malaysia social media consumers. Furthermore, larger scale in cross-section and longitudinal setting could further provide better knowledge on this scope with larger population and scope. Comparative studies between Asian countries also could larger the body of knowledge for consumer behaviour towards online social media purchasing.

## **5. Conclusion**

This study found that brand awareness and word-of-mouth have significant impact on the purchase intention among Facebook consumers. Variable of brand page commitment in this research setting was not influential on purchase intention process which should be further investigated. In addition, other variables that are not included in this study should also need to be investigated as consumer behaviour is constantly changing like consumer attitude, digital security and role of social media influencer as suggested by Lim, Radzol, Cheah and Wong (2017). Social media has become a big thing these days, it can be a very beneficial tools for the businesses if they can master it.

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