

# The Impacts of Social Media Marketing on Knowledge Building for Enhancing Purchase Intention among Shopee Customers in Malaysia

Nur Sakina Binti Danial Mah

**Abstract:** This research will investigate the factors in social media marketing, brand awareness, brand image including brand loyalty and its influence on purchase intentions of Shoppe customers in regards to Malaysian brands. The purpose of this research is to add to the understanding of customer purchase intentions on the e-commerce platform, Shopee, towards Malaysian brands. In accordance to the research topic, the impact of social media marketing on knowledge building for enhancing purchase intention amongst Shopee customers towards Malaysian brands. A sample size of 101 was obtained from the survey of questionnaires that was conducted within Malaysia, focusing on the population of Lim Kok Wing University students. Throughout this research, six hypotheses was developed and tested. The results obtained determines that brand awareness, brand image and brand loyalty influences purchase intentions. Findings of this research determined that brand awareness, brand image and brand loyalty has a significant positive effect on purchase intention. Apart from that, the findings also indicated that brand loyalty has a partial mediating effect on brand awareness and brand image towards purchase intention.

**Keywords:** TRA, Theory of Reasoned Action, TPB, Theory of Planned Behavior

## 1. Introduction

This chapter will include the collected data from the survey and the analysis that is done by using the statistical software SPSS. Through the statistical software SPSS, the collected data is analyzed and viewed against the developed hypotheses. A total of 101 sets of data was collected from the survey.

## 2. Demographic Profile Analysis

### Age

In this section, will be determining the age group of respondents from the survey. As can be seen in the table below, the majority of respondents belonged in the age group of 26 to 30 years old of age with a frequency of 54 and a percentage of 53.5%, from a sample size of 101. The next highest age group of respondents would be in the age group of 20-25 years of age with a frequency of 19 and a percentage of 18.8%, out of the sample size of 101. Respondents with the age group of 31 to 35 years of age had a frequency of 16 and a percentage of 15.8%, out of the sample size of 101. Lastly, respondents with the age group of being above 35 years of age had the lowest frequency which is 12 and a percentage of 12%, out of the sample size of 101.

**Table 6: Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25 y/o	19	18.8	18.8	18.8
	26- 30 y/o	54	53.5	53.5	72.3
	31-35 y/o	16	15.8	15.8	88.1
	Above 35 y/o	12	11.9	11.9	100.0
	Total	101	100.0	100.0	

### Gender

In this section, will be determining the gender demographic portion of the analysis obtained from the survey. As can be seen in the table below, the largest gender group taken from the sample size of 101 are from the female gender group. The

female gender group obtained a high frequency of 70 out of the sample size of 101, with a percentage of 69.3%. As for the male gender group, it can be seen that the male gender group gathered a frequency of 31 out of the 101 sample size, with a percentage of 30.7%.

**Table 7: Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	70	69.3	69.3	69.3
	Female	31	30.7	30.7	100.0
	Total	101	100.0	100.0	

### Marital Status

In this section, will be determining the marital status of the respondents from the survey. As can be seen in the table below, the highest frequency of marital status of the respondents are single. Marital status of single has a frequency of 69 and a percentage of 68.3% out of the sample size of 101. This is to be expected since the population chosen are Lim Kok Wing students, whereby most of them are not married. As for the married status, it has a frequency of 32 and a percentage of 31.7% out of the 101 sample size.

**Table 8: Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	69	68.3	68.3	68.3
	Married	32	31.7	31.7	100.0
	Total	101	100.0	100.0	

### Education Background

This section will be determining the educational background of the respondents from the survey. It was thought as necessary since the population chosen are Lim Kok Wing students. As can be seen in the table below, the highest group are bachelors holders with a frequency of 46 out of the 101 sample size and a percentage of 45.5%. coming in second is are the diploma holders with a frequency of 25 and a percentage of 24.8% from the sample size of 101. In third

place are the masters holders with a percentage of 10.9% and a frequency of 11 out of the 101 sample size. As for the PHD holders, it has a frequency of 3 out of the 101 sample size and a percentage of 3.0%. Lastly for others has a frequency of 16 out of the 101 sample size and a percentage of 15.8%.

**Table 9: Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	25	24.8	24.8	24.8
	Bachelors	46	45.5	45.5	70.3
	Masters	11	10.9	10.9	81.2
	PHD	3	3.0	3.0	84.2
	Other	16	15.8	15.8	100.0
	Total	101	100.0	100.0	

**Malaysian Brands Awareness**

This section will be determining the awareness that respondents of the survey has in regards to Malaysian brands. The question had a choice of 3 choices which are ‘yes’, ‘not really’ and ‘no’. None of the respondents answered no in the survey. As can be seen in the table below, most of the respondents from the survey answered ‘yes’ to the question if they are aware of Malaysian electronic brands in the market. Respondents that answered yes has a frequency of 76 out of the 101 sample size and a percentage of 75.2%. As for the respondents that answered ‘not really’, has a frequency of 25 out of the 101 sample size and a percentage of 24.8%.

**Table 10: Malaysian Brand Awareness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	75.2	75.2	75.2
	Not Really	25	24.8	24.8	100.0
	Total	101	100.0	100.0	

**Use of Shopee platform**

This section will be determining how often the respondents of the survey use the e-commerce platform Shopee in a week. The choices that is presented to the respondents are ‘above 8 times a week’, ‘4 to 7 times a week’, ‘1 to 3 times a week’, ‘1 to 2 times a week’ and ‘never’. As can be seen in the table below, the highest frequency are respondents that use the Shopee e-commerce platform at 1 to 3 times a week with a frequency of 57 out of the 101 sample size and a percentage of 56.4%. The second one is the ‘above 8 times a week’ with a frequency of 16 out of 101 sample size and a percentage of 15.8%. next is the ‘never’ which has a frequency of 14 out of the 101 sample size and a percentage of 13.9%. As for the ‘4 to 7 times a week’, has a frequency of 13 and a percentage of 12.9% and the lowest if the ‘1 to 2 times a week’ with a

frequency of 1 and a percentage of 1.0% out of the 101 sample size.

**Table 11: Use of Shopee**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above 8 times a week	16	15.8	15.8	15.8
	4-7 times a week	13	12.9	12.9	28.7
	1-3 times a week	57	56.4	56.4	85.1
	1-2 times a week	1	1.0	1.0	86.1
	Never	14	13.9	13.9	100.0
	Total	101	100.0	100.0	

**Reliability Analysis**

Reliability analysis alludes to the way that a scale ought to reliably mirror the build it is estimating. There are sure occasions and circumstances where it tends to be useful. A viewpoint in which the specialist can utilize unwavering quality examination is when two perceptions under investigation that are comparable to one another as far as the build being estimated additionally have the identical result. Cronbach's alpha is a proportion of inward consistency, that is, the means by which firmly related a lot of things are as a gathering. It is viewed as a proportion of scale unwavering quality. A "high" esteem for alpha doesn't suggest that the measure is unidimensional. In the event that, notwithstanding estimating interior consistency, you wish to give proof that the scale being referred to is unidimensional, extra investigations can be performed. Exploratory factor examination is one strategy for checking dimensionality. In fact speaking, Cronbach's alpha is certifiably not a factual test – it is a coefficient of dependability. The reliability value of 0.70 and higher is considered as significant or highly acceptable. The table below shows the case summary of respondents from the survey. As can be seen all sample of 101 is included and none are excluded. Therefore a valid number of 101 of respondents is obtained from the survey.

**Table 12: Case Processing Summary**

		N	%
Cases	Valid	101	100.0
	Excluded <sup>a</sup>	0	.0
	Total	101	100.0

The table below shows the Cronbach's Alpha value of each variable that is used in the research. The independent variables being Brand Awareness, Brand Image and Brand Loyalty. The dependent variable being the Purchase Intentions. The reliability analysis was done on all of the components involved in the research.

**Table 13: Item Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand_awareness	15.5661	9.543	.690	.671	.856
Brand_image	15.7429	9.737	.759	.695	.833
Brand_Loyalty	15.5887	8.516	.773	.697	.823
Purchase_intention	15.6874	8.961	.717	.677	.846

As can be seen in the table, the result for Brand Awareness was 0.856 for the 7 questions.

Brand Image has a result value of 0.833 for 6 questions and Brand Loyalty obtained a result of 0.823 for a total of 7 questions. Lastly, for the dependent variable which is Purchase Intention has obtained a result value of 0.846 on the

Conbrach's Alpha Life Scale with 5 questions. Therefore, it can be concluded that all variables have reached a very good range and is considered as significant since the values are above 0.7.

**Table 14**

Component	Questions	Cronbach's Alpha
Brand Awareness	BA0, BA02, BA03, BA04, BA05, BA06, BA07	0.856
Brand Image	BI01, BI02, BI03, BI04, BI05, BI06	0.833
Brand Loyalty	BL01, BL02, BL03, BL04, BL05, BL06, BL07	0.823
Purchase Intention	PI01, PI02, PI03, PI04, PI05	0.846

**Model Summary of H1 (Brand Awareness on Purchase Intention)**

**Table 15: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.476 <sup>a</sup>	.226	.219	1.07787	.226	28.984	1	99	.000

a. Predictors: (Constant), brand\_awareness

As can be seen in the table, the R value represents the correlations which has a value of 0.463. As for the R<sup>2</sup> has a value of 0.226 which can be translated in 22.6% can be explained by the dependent variable, Purchase Intention whereas the 77.4% can be explained by the other variables.

**ANOVA of H1 (Brand Awareness on Purchase Intention)**

**Table 16: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	1-2 times a week	33.674	1	33.674	28.984	.000 <sup>b</sup>
	Never	115.019	99	1.162		
	Total	148.693	100			

Based on the ANOVA table above, it can be seen that the linear regression mode has an F value of 28.9 and a p value that is less than 0.001. Therefore it can be indicated that the predictor, which is brand awareness has a significant relationship with the dependent variable which is the purchase intention.

**Model Summary of H2 (Brand Image on Purchase Intention)**

**Table 18: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.589 <sup>a</sup>	.347	.341	.99011	.347	52.678	1	99	.000

a. Predictors: (Constant), brand\_image

As can be seen in the table, the R has a value of 0.589 and the R<sup>2</sup> has a value of 0.347 which can be translated into 34.7% that can be explained by the dependent variable. The significance value is 0.000, therefore indicating that it is highly significant.

**Linear Regression Analysis**

Linear regression method was applied to test the relationship between hypotheses H1, H2 and H5 consisting of the independent variables brand awareness, brand loyalty and brand image, on the dependent variable which is the purchase intention.

**Coefficients of H1 (Brand Awareness on Purchase Intention)**

**Table 17: Coefficients<sup>a</sup>**

Model		Unstandardized coefficient	Standardized coefficient	t	Sig.	
		B	Std. Error			Mean Square
1	(Constant)	2.471	.513	.476	4.813	.000
	Brand_awareness	.510	.095			

a. Dependent Variable: purchase\_intention

As can be seen in the coefficient table above, the unstandardized coefficient (B) value is 0.510 and the standardized coefficient is 0.476. The significance level is 0.000, which is highly significant. As for T value, it has a value of 5.384 which indicates that brand awareness has a positive influence on purchase intentions.

**ANOVA of H2 (Brand Image on Purchase Intention)**

**Table 19: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.641	1	51.641	52.678	.000 <sup>b</sup>
	Residual	97.052	99	.980		
	Total	148.693	100			

a. Dependent Variable: purchase\_intention

b. Predictors: (Constant), brand\_image

The ANOVA table shows that the significance value is 0.000, which is less than 0.001 therefore indicating that it is highly significant. The F value is 52.678. it can be concluded that the predictor brand image has a positive relationship on the dependent variable, purchase intention.

**Coefficient of H2 (Brand Image on Purchase Intention)**

**Table 20: Coefficients<sup>a</sup>**

Model		Unstandardized coefficient		Standardized coefficient	t	Sig.
		B	Std. Error	Mean Square		
1	(Constant)	1.607	.501	.589	3.207	.002
	Brand_image	.697	.096		7.258	.000

a. Dependent Variable: Purchase\_intension

**Model Summary of H5 (Brand Loyalty on Purchase Intention)**

**Table 21: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.802 <sup>a</sup>	.643	.639	.73273	.643	177.948	1	99	.000

a. Predictors: (Constant), brand\_loyalty

This table represents the model summary for brand loyalty as the predictor on the dependent variable purchase intention. As can be seen in the table, the R value is 0.802 and the R2 has a value of 0.643 which can be translated in to 64.3%. the F value is 177.948 and the significance value is 0.000.

**ANOVA for H5 (Brand Loyalty on Purchase Intention)**

**Table 22: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.540	1	95.540	177.948	.000 <sup>b</sup>
	Residual	53.153	99	.537		
	Total	148.693	100			

a. Dependent Variable: purchase\_intension

b. Predictors: (Constant), brand\_loyalty

According to the table above, the significance value is 0.000, which is less than 0.001, therefore deducing that it is highly significant. The F value is 177.948, indicating that the predictor has a positive significant relationship on the dependent variable.

**Model Summary for H3 (Brand Awareness on Brand Loyalty)**

**Table 24: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.585 <sup>a</sup>	.343	.336	1.01412	.343	51.619	1	99	.000

a. Predictors: (Constant), brand\_awareness

The table shows the R with a value of 0.585 and the R2 has a value 0.343, which can be translated to 34.3%. This indicates that 34.3% of the variance in brand loyalty can be predicted from brand awareness. The significance value shows a value of 0.000, which is less than 0.001, therefore highly significant.

Based on the coefficient table above, it can be seen that the unstandardized coefficient value is 0.697 and the standardized coefficient value is 0.589. As for the significance value, it is 0.000 which indicates that it is highly significant and the T value is 7.258. Therefore, based on those values, it can be deduced that brand image has a positive significant relationship with the dependent variable, purchase intention.

**Coefficient of H5 (Brand Loyalty on Purchase Intention)**

**Table 23: Coefficients<sup>a</sup>**

Model		Unstandardized coefficient		Standardized coefficient	t	Sig.
		B	Std. Error	Mean Square		
1	(Constant)	1.033	.319	.802	3.240	.002
	Brand_Loyalty	.785	.059		13.340	.000

a. Dependent Variable: Purchase\_intension

Based on the table above, the unstandardized value is 0.785 and the standardized coefficient value is 0.802. The significance value shows 0.000 and the T value is 13.340, which shows that the independent variable, brand loyalty has a positive relationship on the dependent variable, purchase intention.

**Multiple Regression Analysis**

Multiple regression method was utilized to determine the hypotheses, H3 and H4 consisting of the independent variable brand awareness and brand image, and its effect on brand loyalty.

**ANOVA for H3 (Brand Awareness on Brand Loyalty)**

**Table 25: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.087	1	53.087	51.619	.000 <sup>b</sup>
	Residual	101.815	99	1.028		
	Total	154.902	100			

a. Dependent Variable: brand\_loyalty

b. Predictors: (Constant), brand\_awareness

The ANOVA table checks if whether the general relapse model is a solid match for the information. The table shows an F value of 51.619 and a p-value of 0.000, which is less than 0.001. This indicates that it is highly significant and the predictor will be able predict the brandloyalty.

The table shows that the unstandardized (B) has a value of 0.641 and standardized coefficient has a value of 0.585. The significance has a value of 0.000, which is less than 0.001. this indicates that the predictor, brand awareness has a positive effect on brand loyalty.

**Coefficient for H3 (Brand Awareness on Brand Loyalty)**

**Table 26: Coefficients<sup>a</sup>**

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	
	B	Std. Error	Mean Square			
1	(Constant)	1.879	.483	.585	3.890	.000
	brand_awareness	.641	.089		7.185	.000

a. Dependent Variable: brand\_loyalty

**Model Summary for H4 (Brand Image on Brand Loyalty)**

**Table 27: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.595 <sup>a</sup>	.354	.348	1.00520	.354	54.304	1	99	.000

a. Predictors: (Constant), brand\_image

The table shows the R value at 0.585 and R2 has a value of 0.354 which can be translated in to 35.4% that can be predicted from the predictor, brand image. As for the p-value, the significance value shows a value of 0.000, which is less than 0.001, therefore indicating that it is highly significant.

The table above shows the unstandardized value (B) is 0.718 and the standardized coefficient beta with a value of 0.595. The significance value is 0.000, which is less than 0.001, therefore it is highly significant. The T value shows a value of 7.369, which is positive. This indicates that brand image has a significant positive effect on brand loyalty.

**ANOVA for H4 (Brand Image on Brand Loyalty)**

**Table 28: ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.870	1	54.870	54.304	.000 <sup>b</sup>
	Residual	100.032	99	1.010		
	Total	154.902	100			

a. Dependent Variable: brand\_loyalty

b. Predictors: (Constant), brand\_image

The table above shows the ANOVA for the predictor, brand image on brand loyalty. As can be seen in the table, the F value is 54.304, meaning that it is positive. The significance value is 0.000, making it highly significant. Therefore, it can be concluded that the predictor, brand image has a highly significant positive effect on brand loyalty.

**Mediation Effect Analysis**

A mediator factor is the variable that causes intervention in the independent and the dependent variable. As such, it clarifies the connection between the independent variable and the dependent variable. The procedure of complete mediation is characterized as the total intercession brought about by the mediator variable. This outcomes in the underlying variable done influencing the result variable. The procedure of partial mediator is characterized as the halfway mediation.

In this research, the brand loyalty is considered as a mediator to strengthen the relationship between the brand awareness and brand image towards the dependent variable, purchase intention. An extension of SPSS called PROCESS macro and Model 4 was utilized to determine the effects on the mediating variable.

**Coefficient for H4 (Brand Image on Brand Loyalty)**

**Table 29: Coefficients<sup>a</sup>**

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	
	B	Std. Error	Mean Square			
1	(Constant)	1.596	.509	.595	3.137	.002
	brand_image	.718	.097		7.369	.000

a. Dependent Variable: brand\_loyalty

Model Summary of Brand Loyalty on Brand Awareness towards Purchase Intention

```

Model : 4
Y : Purchase
X : Brand_Aw
M : Brand_Lo

Sample
Size: 101

*****
OUTCOME VARIABLE:
Brand_Lo

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .5854      .3427      1.0284      51.6187      1.0000      99.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      1.8789      .4831      3.8896      .0002      .9204      2.8374
Brand_Aw      .6409      .0892      7.1846      .0000      .4639      .8179
    
```

Figure 5

As can be seen in Figure 5 the Y represents the dependent variable, purchase intention, the X represents the independent variable which is brand awareness and the M represents the mediator which is brand loyalty. The sample size obtained is 101 and as seen the model summary, the p value shows a value of 0.000 which is highly significant.

Addition to that, the t-value shows a value of 7.1846, which is higher than 1.96, therefore also showing a high significance. It also shows the values of the upper limit and lower limit of the confidence interval of 0.4539 and 0.8179 respectively. Due to the fact that 0 does not lie in between of the lower and upper limit, this also assures a high significance.

```

OUTCOME VARIABLE:
Purchase

Model Summary
      R      R-sq      MSE      F      df1      df2      p
      .8016      .6426      .5423      88.1011      2.0000      98.0000      .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant      1.0063      .3766      2.6720      .0088      .2589      1.7537
Brand_Aw      .0108      .0799      .1354      .8926      -.1477      .1694
Brand_Lo      .7796      .0730      10.6820      .0000      .6347      .9244
    
```

Figure 6

The same can be said in Figure 6 where the outcome is the dependent variable, purchase intention. The p-value shows a value of 0.000 which is highly significant and a positive t-value.

confidence interval, where the lower limit is 0.3223 and the upper limit is 0.6986.

3. Summary

As can be seen in the models shown, brand loyalty has a significant positive relationship on brand awareness towards purchase intention. However, looking at the coefficient values in Figure 6 and Figure 7, where in Figure 6 the coefficient value for brand awareness is 0.0108 and the coefficient value in Figure 7 for brand awareness is 0.5105. The difference in range of both coefficient values show that brand loyalty has a partial mediating effect on brand awareness towards purchase intention, and not a full mediator.

```

OUTCOME VARIABLE:
Purchase

Model Summary
      R      R-sq      MSE      F
      .4759      .2265      1.1618      28.9841

Model
      coeff      se      t
constant      2.4711      .5134      4.8129
Brand_Aw      .5105      .0948      5.3837
    
```

Figure 7

Figure 7 also shows a p-value of 0.000, which is highly significant and a t-value of 5.3837. Apart from that, 0 does not lie in between the upper and lower limit of the

Model Summary of Brand Loyalty on Brand Image towards Purchase Intention

```

Model : 4
Y : Purchase
X : Brand_Im
M : Brand_Lo

Sample
Size: 101

*****
OUTCOME VARIABLE:
Brand_Lo

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .5952    .3542    1.0104   54.3043   1.0000   99.0000   .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  1.5962   .5089   3.1368   .0022   .5865   2.6059
Brand_Im   .7183   .0975   7.3691   .0000   .5249   .9117
    
```

Figure 8

As can be seen in Figure 8, the X represents the independent variable which is the brand image, the Y represents the dependent variable which is the purchase intention and the M represents the mediator which the brand loyalty. The p-value shows a value of 0.000, which is highly significant. The t-value shows a value of 7.3691, which is positive and

significant. As for the lower and upper limit of the confidence interval, it shows a value of 0.5249 and 0.9117 respectively. Due to the fact that 0 does not fall in between the values of the upper and lower limit, it is considered as highly significant.

```

OUTCOME VARIABLE:
Purchase

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .8137    .6620    .5128   95.9887   2.0000   98.0000   .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant   .5155   .3801   1.3563   .1781  -.2388   1.2698
Brand_Im   .2055   .0864   2.3785   .0193   .0341   .3770
Brand_Lo   .6840   .0716   9.5534   .0000   .5419   .8261
    
```

Figure 9

Figure 9 shows the outcome of the dependent variable which is purchase intention. As can be seen in the summary, the p-value shows a value 0.000, which is highly significant. Apart from that the t-value shows a positive value 2.3785 for the brand image and 9.5534 for brand loyalty. This shows a

significant positive effect and 0 does not lie between the upper limit and lower limit of the confidence interval since the value for upper limit is 0.8261 and the value for lower limit is 0.5419.

```

OUTCOME VARIABLE:
Purchase

Model Summary
      R      R-sq      MSE      F      df1      df2      p
    .5893    .3473    .9803   52.6776   1.0000   99.0000   .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant  1.6073   .5012   3.2068   .0018   .6128   2.6019
Brand_Im   .6968   .0960   7.2579   .0000   .5063   .8873
    
```

Figure 10

Figure 10 shows a summary, where the outcome is the dependent variable, purchase intention and the constant is the independent variable, brand image. The p-value shows a value of 0.000, which is highly significant. The t-value shows a positive value of 7.2579, which is highly positive.

As for the upper limit and lower limit of the confidence interval, the lower limit shows a value of 0.5063 and the upper limit shows a value of 0.8873. Since 0 does not lie between the upper limit and lower limit values, it is considered as significant.

In summary, as can be seen in the models above, brand loyalty has a positive significant effect on brand image towards purchase intention. However, the coefficient values of brand image in Figure 9 and Figure 10 shows a difference in range since the coefficient value in Figure 9 for brand image is 0.2055 and the coefficient value in Figure 10 shows a value of 0.6968. due to this, it can be concluded that brand loyalty has partial mediating effect on brand image towards purchase intention.

**Table 30: Hypotheses Results**

Hypothesis	Hypothesis	Results
H1	Brand Awareness has a positive direct effect on customer Purchase Intention towards Malaysian brands on Shopee insocial media marketing.	Supported
H2	Brand Image has a positive direct effect on customer Purchase Intention towards Malaysian brands on Shopee in social media marketing.	Supported
H3	Brand Awareness has a positive direct effect on Brand Loyalty towards Malaysia brands on Shopee in social media marketing	Supported
H4	Brand Image has a positive direct effect on Brand Loyalty towards Malaysian brands on Shopee in social media marketing.	Supported
H5	Brand Loyalty has a positive direct effect on customer Purchase Intention towards Malaysian brands on Shopee insocial media marketing.	Supported
H6	Brand Loyalty has mediating effect on Brand Awareness and Brand Image towards customer Purchase Intention on Shopee.	Supported

#### 4. Acknowledgement

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