

## Exploring the Determinants of Purchase Intention on Social Media: A Study among University Students

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### ABSTRACT

*The rapid expansion of Social Media (SM) has revolutionised consumer interactions with digital content, creating both opportunities and challenges for businesses aiming to influence purchase intention. This study investigates how perceived value, informativeness, and personalisation shape purchase intention on SM platforms among university students at Universiti Malaysia Perlis (UniMAP), Malaysia. Addressing the need to understand the drivers of effective digital marketing, the research employs a cross-sectional design with data collected via a random survey of 375 students. Multiple regression analyses reveal that while perceived value and informativeness positively influence purchase intention, personalisation unexpectedly demonstrates a negative relationship. These findings underscore the nuanced role of personalised advertising and the potential privacy concerns associated with it. The results highlight informativeness as the most significant predictor of purchase intention, emphasising the importance of delivering relevant and valuable content. In contrast, personalisation's negative impact suggests a need for cautious implementation to avoid alienating consumers. This study enriches existing literature by bridging theoretical insights with practical applications, offering actionable strategies for optimising consumer engagement in digital marketing. Practical implications emphasise balancing value delivery and addressing consumer apprehensions in personalised marketing to enhance consumer trust and drive purchase behaviour effectively. This research offers a foundation for future exploration of consumer behaviour in SM contexts.*

**Keywords:** Informativeness, Perceived Value, Personalisation, Purchase Intention, Social Media (SM)

### 1. INTRODUCTION

The rapid evolution of digital technologies has significantly influenced the ways in which consumers interact with Social Media (SM) advertisements, impacting advertisers' ability to achieve their desired engagement outcomes. Effective ad campaigns, relying on careful planning, design, and execution, aim to capture consumer attention and influence their perception and purchase intentions, especially as SM users reportedly have an average attention span of just 8 seconds, a phenomenon known as 'the Goldfish Effect' (Johansson & Wengberg, 2017). Additionally, the crucial impact of personalised SM ads is evident, as even brief exposures can significantly affect consumer decisions (Reena & Uditia, 2020).

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SM has become a fundamental platform for emerging adults, serving as a venue for communication, cultural exchange, and various functionalities, including business and crisis management. Users typically spend an average of 6 hours daily across multiple platforms, making SM a critical tool for brand awareness, event discovery, and news consumption (Ilakkuvan et al., 2019; Stieglitz et al., 2018; Vannucci et al., 2018). This study focuses on University Malaysia Perlis (UniMAP) students, examining the effects of perceived value, informativeness, and personalisation on their purchase intention—factors that are pivotal in influencing user engagement and interaction on SM platforms.

The use of SM for personalised marketing is expanding due to its direct interaction capabilities, higher response rates, and efficient data collection. With the growth of mobile and SM usage, vast amounts of big data are being generated, with projections showing that connected devices will reach 13.7 billion by 2024. In Malaysia, SM advertising revenues are expected to experience substantial growth, reflecting a global trend where mobile advertising plays an increasingly critical role (Murillo-Zegarra et al., 2020).

The rapid expansion of SM advertising underscores the imperative to understand the drivers of effective mobile advertising. Ineffective utilisation of mobile advertising can lead to missed opportunities for consumer engagement, reduced brand visibility, and suboptimal returns on investment. For businesses, this means potential stagnation in competitive markets where precise and engaging advertising strategies are critical. Consumers, overwhelmed with irrelevant or poorly crafted advertisements, may develop negative perceptions of brands or disengage entirely. Hence, it becomes crucial to identify the factors that enhance the effectiveness of mobile advertising. However, despite its evident importance, existing research primarily focuses on personalisation and informativeness, often overlooking their direct and distinct impact on purchase intention. This study addresses these gaps to offer empirical insights into these critical drivers. However, there is a notable gap in empirical evidence on how these factors directly affect purchase intention on SM, with previous studies often considering perceived value as a moderating rather than an independent variable (Arora & Agarwal, 2019; Gaber et al., 2019).

Aiming to fill this gap, this study empirically investigates the distinct impacts of perceived value, informativeness, and personalisation on purchase intention within SM platforms. By bridging theoretical insights with practical applications, the research enhances the understanding of mobile advertising's effectiveness in driving consumer behaviour on SM. The significance of this study lies in its potential to contribute to both academic knowledge and marketing practice, exploring new dimensions of consumer behaviour in the digital marketing landscape. This research focuses on examining the purchase intention of UniMAP students, employing a structured questionnaire to collect primary data on key factors that influence purchase intention on platforms like Facebook, Instagram, and TikTok. Despite the focus on providing rich insights, limitations exist due to the study's geographic and demographic concentration, which may affect the generalisability of findings. Additionally, the research unfolds within the cultural context of Malaysia, suggesting that findings may not be fully generalisable beyond this setting. Through this comprehensive approach, the study aims to offer actionable recommendations for businesses on SM platforms and lay a foundation for continued exploration and development in this evolving field.

The research objectives are:

- To investigate the significant relationship between perceived value and purchase intention on SM.2

- To investigate the significant relationship between informativeness and purchase intention on SM.
- To investigate the significant relationship between personalisation and purchase intention on SM.

## **2. LITERATURE REVIEW**

The underpinning theories, purchase intention dynamics, and specific attributes such as perceived value, informativeness, and personalisation are integral components of this comprehensive literature review focused on consumer behaviour within digital marketing contexts.

### **2.1 Underpinning Theories**

Means-end Theory, initially proposed by Gutman (1982) and expanded by Zeithaml (1988), delineates how consumer values dictate behaviours by linking product attributes to desired outcomes, emphasising the significance of perceived value in decision-making. Similarly, Ducoffe's Model (1996) identifies entertainment, informativeness, and irritation as crucial determinants of online advertising's effectiveness, suggesting that ads which are both entertaining and informative enhance perceived value and foster consumer engagement. Privacy Calculus Theory (PCT), as discussed by Dienlin and Metzger (2016), and Dinev and Hart (2006), further explores the trade-offs consumers make between personalised content benefits and associated privacy risks, highlighting the need for balancing these aspects to optimise digital marketing strategies.

### **2.2 Purchase Intention**

Purchase intention has evolved significantly with the advent of online commerce. Traditionally defined by Fishbein and Ajzen (1975) as the consumer's likelihood to purchase, this notion has expanded in the digital age to encompass online behaviours, as detailed by Peña-García et al. (2020) and Martins et al. (2019). Innovations such as virtual product testing and enhanced digital content marketing strategies have been shown to effectively increase consumer purchase intention by improving user engagement and confidence in their purchase decisions (Barta et al., 2022; Chen et al., 2019). The focus on SM platforms has further emphasised the need to understand how digital marketing can leverage consumer characteristics and preferences to drive purchase intention.

### **2.3 Key Attributes Influencing Purchase Intention**

Perceived value is a subjective assessment made by consumers as they evaluate the benefits of a product against their contributions, such as cost and effort (Sirdeshmukh et al., 2002; Zeithaml, 1988). This concept is grounded in personal perceptions rather than the tangible efforts of production (Zhe et al., 2024). Research indicates that high perceived value generally translates into strong purchase intention, whereas low perceived value due to poor quality or excessive cost leads to weaker intentions (Chang & Wildt, 1994). While scholars debate the dimensions of perceived value—ranging from utilitarian to more comprehensive behavioural perspectives—most agree on its multifaceted nature, encompassing emotional, social, and economic elements that significantly impact consumer behaviour and brand trust (Boksberger & Melsen, 2011; Chae et al., 2020; Laukkanen & Tura, 2022).

Informativeness in advertising refers to how well advertisements communicate relevant and valuable information about product features and alternatives, facilitating consumers' satisfaction and decision-making processes (Al-Solaiman et al., 2020). The effectiveness of informativeness has been linked directly to increased purchase intention, especially when advertisements offer high-quality, reliable content that enhances consumer knowledge and confidence in their choices (Yeo et al., 2020; Warsame et al., 2021; Tan et al., 2021). In the context of SM, the expansiveness of content formats—ranging from text and images to interactive videos—allows for deeper consumer engagement and can significantly influence perceptions of credibility and value, thereby affecting purchase behaviours (Lou & Yuan, 2019; Kang et al., 2020).

Personalisation in advertising tailors messages to align with user demographics, interests, and context, making ads less intrusive and more relevant (Gaber et al., 2019). This strategy leverages users' provided information on platforms like Facebook, Instagram, and TikTok to deliver content that directly targets potential buyers, enhancing the efficiency of the advertising efforts. Research has shown that personalisation increases trust, perceived value, and social presence, all of which positively influence purchase intention (Martins et al., 2019). However, the effectiveness of personalisation can vary, with some studies finding it insignificant in certain contexts (Arora & Agarwal, 2019; Kim & Han, 2014), highlighting the need for careful implementation and consideration of consumer privacy and preferences in personalised advertising strategies. The hypotheses are shown as below.

H<sub>1</sub>: Perceived value has a positive relationship with purchase intention.

H<sub>2</sub>: Informativeness has a positive relationship with purchase intention.

H<sub>3</sub>: Personalisation has a positive relationship with purchase intention.

The literature review synthesises key theories and empirical findings that underscore the dynamic interplay between consumer perceptions and digital marketing strategies within SM contexts. By integrating these elements—perceived value, informativeness, and personalisation—this review highlights the nuanced ways in which digital marketing can influence consumer behaviour and purchase intention. The review not only draws on foundational theories but also integrates recent empirical research to provide a current perspective on how digital marketing practices can optimise consumer engagement and drive effective marketing strategies in an increasingly digital marketplace.

### **3. METHODS**

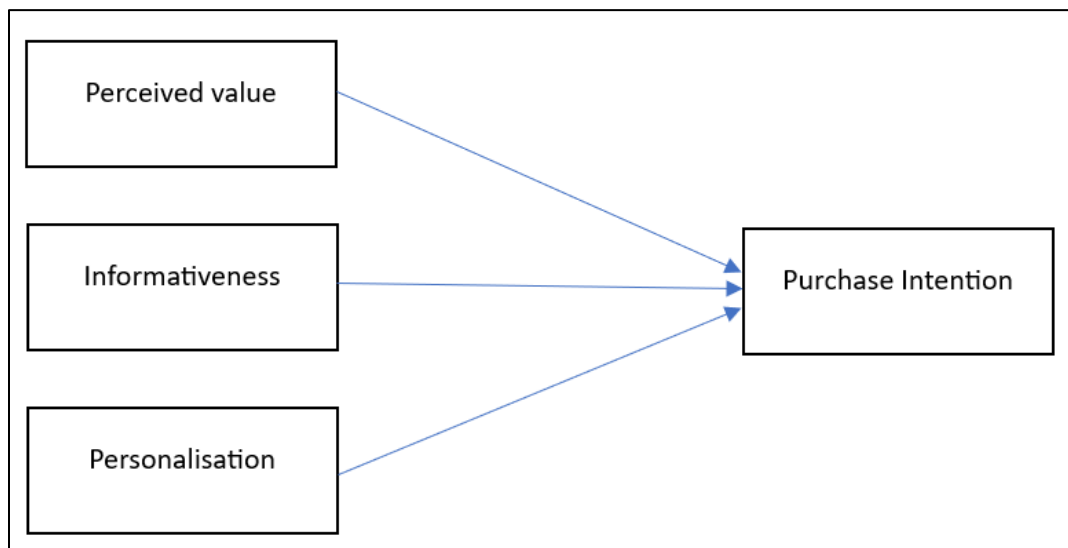
This study utilises a quantitative research design to explore the impact of perceived value, informativeness, and personalisation on purchase intention among students at the UniMAP. A cross-sectional survey was utilised, appropriate for describing and analysing relationships among variables at a specific point in time and allowing for efficient data collection across a large demographic within the academic semester.

The target population consisted of UniMAP students, with a calculated sample size of 375 participants to ensure sufficient statistical power and representation. Sampling was conducted using a simple random sampling technique, ensuring each student had an equal probability of selection. The sampling frame was developed from a comprehensive list of enrolled students at the UniMAP, ensuring all eligible individuals were represented. This

approach strengthens the generalisability of the results by minimising selection bias and enabling a diverse and representative participant pool.

Data collection was carried out via a structured online questionnaire, distributed through Google Forms. The questionnaire was designed to gather quantitative data on the constructs of interest—perceived value, informativeness, personalisation, and purchase intention. Items for perceived value were adapted from (Chong et al., 2023), emphasising functional, emotional, and social value aspects. Questions assessing informativeness were based on (Wu et al., 2020), focusing on the richness and relevance of information provided in advertisements. Personalisation items were drawn from (Serrano-Malebrán & Arenas-Gaitán 2021), reflecting tailored advertising experiences. Purchase intention items were adapted from (Chen et al., 2022), capturing the likelihood and motivations behind purchasing behaviours. These items were measured on a Likert scale from 1 (strongly disagree) to 5 (strongly agree), ensuring a nuanced capture of respondents' attitudes, knowledge, and perceptions. Additionally, demographic data were collected to identify any confounding variables potentially influencing the outcomes.

The research model for this study posits that purchase intention among UniMAP students is influenced by three independent variables: perceived value, informativeness, and personalisation. The dependent variable, purchase intention, is the primary outcome of interest, reflecting the likelihood that a consumer will purchase a product based on the marketing efforts encountered on SM platforms (Refer to Figure 1). The independent variables are hypothesised to influence this outcome positively.



**Figure 1.** Research Framework

The model incorporates these variables within a multiple regression framework where:  $Y$  (Purchase Intention) =  $\beta_0 + \beta_1(\text{Perceived Value}) + \beta_2(\text{Informativeness}) + \beta_3(\text{Personalisation}) + \epsilon$

- $Y$  = Purchase Intention
- $\beta_0$  represents the intercept.
- $\beta_1$ ,  $\beta_2$ ,  $\beta_3$  are the coefficients for perceived value, informativeness, and personalisation, respectively.

- $\epsilon$  represents the error term, accounting for the variation in purchase intention that the model does not explain.

Data were analysed using SPSS 2.0. Descriptive statistics provided insights into the demographic characteristics of the respondents. Inferential statistics, including Pearson correlation and multiple regression analyses, were utilised to investigate the hypothesised relationships between the independent variables (perceived value, informativeness, personalisation) and the dependent variable (purchase intention).

#### 4. RESULTS AND DISCUSSIONS

The demographic analysis of respondents at UniMAP reveals a significant female majority, constituting 71.2% of the survey participants, with males at 28.8%. This gender revealed aligns with broader research suggesting women's higher likelihood to engage in survey activities due to their community-oriented nature. The distribution across academic years shows a predominance of third and fourth-year students, who represent 29.6% and 26.9% respectively, reflecting increased survey participation with advancing academic involvement. First and second-year students, along with those in their fifth year or beyond, are less represented, the latter only making up 0.8% due to their smaller population size at the advanced academic stage.

**Table 1** Demographic Profile of Respondents

Profile Respondents	Characteristics	Population (n)	Percentage (%)
<b>Gender</b>	Female	267	71.2
	Male	108	28.8
<b>Year of Study</b>	1	71	18.9
	2	89	23.7
	3	111	29.6
	4	101	26.9
	5 and over 5	3	0.8
<b>Academic Programme</b>	Degree	369	98.4
	Postgraduate	5	1.3
<b>Daily Usage of SM</b>	Within 1 hour	32	8.5
	1-2 hours	64	17.1
	2-4 hours	119	31.7
	Over 4 hours	160	42.7
<b>Frequency of Shopping Online</b>	At least one a half-year	22	5.9
	At least one every 3 months	91	24.3
	At least one a month	122	32.5
	At least one a week	105	28.0
	Daily	35	9.3

Based on Table 1, regarding academic enrolments, 98.4% of respondents are pursuing degrees, with only 1.3% in postgraduate programmes, indicative of the higher enrolment in undergraduate programmes at UniMAP. SM usage patterns show that 42.7% of students spend over four hours daily on SM, highlighting its significant role in their daily lives for communication and entertainment, aligning with global trends of high usage among young adults.

In terms of online shopping, 32.5% of students shop online at least once a month, with 28.0% doing so weekly, and 9.3% daily, driven by the convenience and variety of online platforms. A minority of 5.9% shop at least once every half year, reflecting a preference for traditional shopping or less frequent purchasing needs.

#### 4.1 Reliability Analysis

**Table 2** Overall Reliability Statistics

Cronbach's Alpha	N of items
0.975	16

The reliability of the scales employed to evaluate perceived value, informativeness, personalisation, and purchase intention was confirmed using Cronbach's alpha. The overall Cronbach's Alpha value of all items in Table 2 is reported as 0.975, which indicates an exceptionally high level of reliability.

**Table 3** Results of the Reliability Test for the Variables

Variables	Number of items	Cronbach's alpha coefficient	Strength of Association
Perceived Value	6	0.931	Excellent
Informativeness	4	0.925	Excellent
Personalisation	3	0.868	Very Good
Purchase Intention	3	0.846	Very Good

Source: Hair Jr et al. (2019)

Whereas based on Table 3, the results indicated satisfactory reliability coefficients: perceived value ( $\alpha = 0.931$ ), informativeness ( $\alpha = 0.925$ ), personalisation ( $\alpha = 0.868$ ), and purchase intention ( $\alpha = 0.846$ ). According to Hair Jr et al. (2019), Cronbach's alpha coefficients greater than 0.80 to 0.90 demonstrate a very good, and 0.9 above as excellent of internal consistency. The range of coefficients in this study (0.846 to 0.931) confirms that all variables exhibit sufficient reliability for further analysis, with scales being classified as good to excellent. This indicates that the instruments used are reliable and suitable for examining the relationships between perceived value, informativeness, personalisation, and purchase intention on online shopping platforms among UniMAP students. The range of the coefficient values began from 0.846 to 0.931, and clearly demonstrates all the values of Cronbach's alpha coefficients are higher than 0.700 reliability of the research. Thus, this shows that all variables in the research are within a very good to excellent range concerning Cronbach's Alpha value. Subsequently, the scales used in the research were suitable and relevant in examining the perceived value, informativeness, and personalisation on purchase intention in online shopping platforms among UniMAP students. These values suggest that the scales were internally consistent and suitable for further analysis.

#### 4.2 Inter-correlation between Variables

Table 4 indicates the inter-correlation analysis conducted to evaluate the relationships between the study variables—purchase intention, perceived value, informativeness, and

personalisation—revealed statistically significant and robust correlations across all pairs. This section delineates the correlations and their implications for understanding the dynamics among these constructs within the context of SM marketing.

**Table 4** Inter-correlation between Variables

Variables		Purchase Intention	Perceived Value	Informativeness	Personalisation
<b>Purchase Intention</b>	Pearson Correlation	-			
	Significant (2-tailed)	<0.01			
<b>Perceived Value</b>	Pearson Correlation	0.862	-		
	Significant (2-tailed)	<0.01	-		
<b>Informativeness</b>	Pearson Correlation	0.889	0.952	-	
	Significant (2-tailed)	<0.01	<0.01	-	
<b>Personalisation</b>	Pearson Correlation	0.838	0.940	0.956	-
	Significant (2-tailed)	<0.01	<0.01	<0.01	-

The Pearson correlation analysis highlights significant relationships between purchase intention and the three independent variables of perceived value, informativeness, and personalisation. Based on the guidelines for interpreting correlation coefficients provided by Cohen (1988) and Evans (1996), the strength of relationships between variables can be classified into categories ranging from negligible to very strong. Specifically, a correlation coefficient of 0.862 ( $p < 0.01$ ) between purchase intention and perceived value suggests a very strong positive relationship, indicating that higher perceived value significantly elevates the likelihood of purchase. Similarly, the correlation between purchase intention and informativeness is also notably strong at 0.889 ( $p < 0.01$ ), supporting the premise that informative content positively influences purchase decisions, presumably by enhancing consumer knowledge and reducing uncertainty. Furthermore, personalisation shows a robust positive correlation with purchase intention, evidenced by a coefficient of 0.838 ( $p < 0.01$ ). This finding underscores the effectiveness of personalised marketing in increasing consumer engagement and purchase likelihood, suggesting that tailored messages resonate more profoundly with potential buyers.

The robust correlations found between the independent variables and purchase intention robustly support the theoretical framework positing that perceived value, informativeness, and personalisation are pivotal in shaping consumer purchase behaviours on SM platforms. This analysis not only validates the hypothesised relationships but also enhances the understanding of the strategic elements critical in digital consumer engagement and conversion strategies. The significant correlations highlight the necessity for marketers to focus on enhancing perceived value, informativeness, and personalisation in their communications to effectively influence purchase intentions in a competitive digital marketplace.



### 4.3 Regression Analysis

Table 5 indicates the regression model summary of perceived value, informativeness, and personalisation towards purchase intention.

**Table 5** Regression Model Summary

Model	R	R Square	R <sup>2</sup> Δ	Std. Error of the Estimate
1	0.892 <sup>a</sup>	0.796	0.795	0.44806

Predictors: (Constant), perceived value, informativeness, personalisation.

In Table 5, the R-value displayed in the regression model summary is 0.892 (89.2%). Besides that, the value of R Square was given as 0.796 (79.6%). R-squared represents the proportion of variance in the dependent variable (purchase intention) that can be explained by the independent variables (perceived value, informativeness, and personalisation). In this case, 79.6% of the variation in purchase intention can be attributed to the independent variables. The R-squared change (R<sup>2</sup>Δ) is 0.795. R-squared change measures the improvement in the model's predictive power when adding the independent variables compared to a model without it. In this case, adding the independent variables to the model increases the explanatory power by 79.5%. The standard error (0.44806) indicates the average distance that the observed values fall from the regression line.

**Table 6** ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	291.287	3	97.096	483.646	<.001 <sup>b</sup>
Residual	74.481	371	.201		
Total	365.768	374			

The ANOVA table in Table 6 shows that there is a significant impact of the independent variables on the dependent variable which is purchase intention. The p-value (significance) in Table 6 is less than alpha (0.001), indicates that the results are statistically significant in relation to the dependent variable. Base on the ANOVA table, F-value of 483.646 indicates that the overall regression model is statistically significant. A higher F-value suggests that the model is a better fit for the data. In this case, it means that the independent variables together explain a significant amount of the variance in the dependent variable (purchase intention). The associated p-value of less than 0.001 further supports this conclusion, indicating that the likelihood of observing such an F-value by chance is extremely low. This validates the use of the model to understand the effect of perceived value, informativeness, personalisation, and purchase intention.

**Table 7** Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	β		
1	(Constant)	0.286	0.094		3.049	0.002
	Perceived Value	0.247	0.082	0.242	2.999	0.003
	Informativeness	0.866	0.094	0.864	9.184	<0.001
	Personalisation	-0.218	0.085	-0.216	-2.550	0.011

Dependent Variable: Purchase Intention

As revealed in Table 7, the beta coefficient for perceived value is showed at 0.242. This result implies that, assuming other variables remain constant, an increase of one unit in perceived value leads to an increase of 0.242 units in purchase intention, demonstrating a positive effect of perceived value on purchase intention. Additionally, the t-value linked to this beta coefficient is 2.999, which assesses the statistical significance of the coefficient. The significance of this t-value indicates that the observed impact of perceived value on purchase intention is unlikely to occur due to chance. The p-value associated with this t-value is 0.003, which underscores that the effect of perceived value on purchase intention is statistically significant at the conventional significance level.

Table 7 revealed the beta coefficient for informativeness is at 0.864. This indicates that, with all other variables held constant, a one-unit increase in informativeness leads to an increase of 0.864 units in purchase intention, illustrating a positive effect of informativeness on purchase intention. Additionally, the t-value associated with this beta coefficient is 9.184, which assesses its statistical significance. The significant t-value indicates that the influence of informativeness on purchase intention is unlikely to occur by chance. Furthermore, the p-value linked to this t-value is less than 0.001, confirming that the impact of informativeness on purchase intention is statistically significant at the conventional significance level.

Table 7 also revealed the value of beta coefficient for personalisation which is reported at 0.216. This result indicates that, while holding all other variables constant, a one-unit increase in personalisation is linked to a decrease of 0.216 units in purchase intention, suggesting an inverse impact of personalisation on purchase intention. The t-value associated with the beta coefficient is -2.550, indicating that the beta coefficient for personalisation is 2.550 standard deviations below zero. The negative sign of the t-value further reinforces the negative relationship between these variables. A higher absolute t-value signifies that the predictor significantly deviates from zero, which in this case, further confirms the inverse relationship. The p-value for personalisation is 0.011, falling below the conventional significance threshold of 0.05. This signifies that the negative relationship between personalisation and purchase intention is statistically significant, with only a 1.1% probability that such a relationship could occur by chance, indicating a very low likelihood.

#### 4.4 Results of Hypothesis Testing

Based on Table 8, the finding of this study showed that, H<sub>1</sub> has a positive relationship between perceived value and purchase intention. The correlation coefficient (r) between perceived value and purchase intention is 0.862, indicating a high positive correlation. The p-value (<0.01) suggests that this correlation is statistically significant. There is a high and significant relationship between perceived value and purchase intention. Hence, H<sub>1</sub> is accepted.

**Table 8** Results of Hypotheses Testing

Hypotheses	Results
H <sub>1</sub> : Perceived value has a positive relationship with purchase intention.	Accepted
H <sub>2</sub> : Informativeness has a positive relationship with purchase intention.	Accepted
H <sub>3</sub> : Personalisation has a positive relationship with purchase intention.	Rejected

Next, H<sub>2</sub> revealed a positive relationship between informativeness and purchase intention. The correlation coefficient (r) between informativeness and purchase intention is 0.889,

indicating a high positive correlation. The p-value ( $<0.01$ ) suggests that this correlation is statistically significant. There is a high significant relationship between informativeness and purchase intention. Hence,  $H_2$  is accepted.

In contrast,  $H_3$  revealed a negative relationship between personalisation and purchase intention. The correlation coefficient ( $r$ ) between personalisation and purchase intention is 0.838, indicating a high correlation, and also the p-value ( $<0.01$ ) suggests that this correlation is statistically significant. However, the relationship between personalisation and purchase intention is statistically significant but negative, contrary to the hypothesised positive relationship. It is because personalisation was expected to increase purchase intention, but the results of standardised beta coefficient equal to -0.216 and t-value associated with the beta coefficient equal to -2.550 indicate that increased personalisation actually decreases purchase intention. Therefore,  $H_3$  is rejected.

#### **4.5 Discussions**

This study indicated that informativeness has the strongest positive correlation with purchase intention, with the highest correlation coefficient ( $r=0.889$ ) and positive beta coefficient of 0.864. This finding highlights the critical importance of delivering valuable and relevant information through SM content to influence consumer purchase decisions. Supporting this result, recent studies also emphasise the pivotal role that informativeness plays in influencing consumer attitudes and behaviours. For instance, Alalwan (2018) found that informative content in SM advertisements significantly enhances consumer trust and engagement, leading to higher purchase intention. Informative content helps consumers make informed decisions by providing comprehensive details about products, which increases their confidence in purchasing decisions. Furthermore, a study by (Seo & Park, 2018) highlighted that consumers are more likely to develop positive attitudes towards brands that offer informative content, as it meets their information needs and reduces uncertainty. Therefore, businesses should focus on creating detailed and useful content that educates and informs their target audience to effectively drive purchase intention. By prioritising informativeness, businesses can foster a sense of trust and reliability, which are crucial for converting SM engagement into actual purchases.

This study also revealed that personalisation had the weakest significant correlation with the dependent variable, purchase intention, with the lowest values of correlation (0.838) at the significant level of 0.01. This finding suggests that most respondents opined that personalisation is not the main factor influencing their purchase intention compared to perceived value and informativeness. Furthermore, the study found an inverse relationship between personalisation and purchase intention, as the beta coefficient for personalisation is -0.216. Recent research supports these findings, indicating that excessive or poorly executed personalisation can lead to negative consumer reactions. A study by Lee and Rha (2016) also found that over-personalisation can trigger privacy concerns and perceived intrusiveness, which diminish consumers' trust and willingness to purchase. Similarly, (Grewal et al., 2020) noted that while personalisation can enhance consumer experience when done correctly, it can backfire if perceived as invasive or if it leads to information overload. These studies highlight the delicate balance needed in personalisation strategies. Businesses should ensure that personalisation efforts are transparent, respectful of privacy, and genuinely add value to the consumer experience to avoid negative impacts on purchase intention. Therefore, while personalisation remains a useful tool, it should be employed cautiously and complemented

with other strategies that enhance perceived value and informativeness to effectively drive purchase intention.

Based on the findings, the 2 hypotheses of the study are accepted. The research conclude that there are positive relationships between perceived value, and informativeness with purchase intention. The positive correlation between informativeness and purchase intention ( $r = 0.889$ ) indicates that better informativeness is associated with higher levels of purchase intention. This finding implies that providing consumers with detailed, relevant, and useful information significantly boosts their likelihood of making a purchase. This means that consumers value content that helps them understand the product, its benefits, and how it meets their needs. Businesses should therefore prioritise creating and sharing high-quality, informative content on their SM platforms. Besides, the correlation between perceived value and purchase intention ( $r = 0.862$ ) suggests that a positive perceived value contributes to higher purchase intention. The findings indicate that when consumers perceive a product as valuable, they are more likely to intend to purchase it. Perceived value encompasses various factors such as quality, price, and the benefits the consumer expects to receive. Businesses should, therefore, focus on enhancing the perceived value of their products or services. This can be achieved through quality improvements, competitive pricing, and clearly communicating the benefits and unique selling points of the product.

In contrast, while the correlation between personalisation and purchase intention ( $r = 0.838$ ) is strong, the negative beta coefficient indicates that personalisation has a significant negative impact on purchase intention. This implies that consumers might perceive personalisation efforts negatively, potentially due to privacy concerns or the feeling of being overwhelmed by overly personalised content. Businesses should be cautious with the extent and manner in which they personalise their marketing efforts. The negative impact of personalisation could be attributed to increasing privacy concerns among consumers. As businesses collect more data to personalise experiences, consumers may feel that their privacy is being invaded. This underscores the importance of transparent data practices and ensuring that personalisation efforts do not come at the expense of consumer trust. Businesses should prioritise obtaining clear consent and communicating how consumer data will be used. Also, the negative effect of personalisation might also be due to over-personalisation, where consumers feel bombarded with overly tailored messages that can come off as intrusive. Businesses should aim to strike a balance by providing relevant content without overwhelming the consumer. Personalisation should enhance the consumer experience, not dominate it.

## **5. CONCLUSION AND IMPLICATION**

This study explored the determinants of purchase intention on SM among UniMAP students, focusing on perceived value, informativeness, and personalisation as key influencing factors. The findings underscore the essential role of perceived value and informativeness in enhancing purchase intention. Practically, businesses should prioritise enhancing perceived value and informativeness when target on UniMAP students, as these factors significantly boost purchase intentions. Perceived value, characterised by enjoyable and exploratory experiences, and informativeness, through detailed and relevant content, were found to strongly correlate with increased purchase intention. Conversely, the negative relationship between personalisation and purchase intention suggests that overly personalised or intrusive marketing strategies may deter customers.

Theoretically, the study contributes to the existing body of knowledge on digital marketing and consumer behaviour by providing empirical insights into the effects of perceived value, informativeness, and personalisation on purchase intention within SM contexts. The findings reinforce the application of the Means-end Theory (Gutman, 1982; Zeithaml, 1988) by demonstrating that perceived value plays a crucial role in shaping purchase decisions among UniMAP students, confirming that young consumers assess product benefits relative to their perceived costs. Additionally, the study substantiates Ducoffe's Model (1996) by underscoring the critical role of informativeness in fostering consumer engagement and trust, which in turn drives purchase intention. Furthermore, this study extends theoretical understanding by visually conceptualising the factors influencing purchase intention and demonstrating that informativeness exerts a greater influence than perceived value in enhancing consumer intent to purchase. However, the unexpected negative relationship between personalisation and purchase intention among UniMAP students challenges the assumptions of Privacy Calculus Theory (Dinev & Hart, 2006; Dienlin & Metzger, 2016). The findings suggest that excessive or overly intrusive personalisation may elicit adverse consumer reactions due to heightened privacy concerns or perceptions of manipulation. These results underscore the need for a more nuanced theoretical approach to personalisation, incorporating contextual and cultural factors that may mediate its effectiveness. Future research should explore the conditions under which personalisation enhances or inhibits purchase intention, thereby refining existing theoretical frameworks in digital marketing and consumer behaviour.

Despite its contributions, the research has limitations, including its focus on a specific demographic and geographical area, which may affect the generalisability of the findings. The future studies may expand this study to include diverse populations and investigate the long-term effects of these factors on purchase intention.

In conclusion, this research not only advances the understanding of the digital marketing landscape but also offers practical guidelines for leveraging SM to influence consumer purchase behaviours effectively. By considering these insights, marketers can better engage with the digitally savvy youth market, optimising their SM strategies to foster positive consumer responses.

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