Abstract- This paper proposed a conceptual model comprehends of the factor of advertising through social media to create value and stimulate Malaysian consumer decision to purchase the smartphone. A total of 500 questionnaires will be distributed to Malaysians at random who always make purchases through social media. To answer the research hypothesis, we will use statistics, namely structural equation modeling (SEM), with SmartPLS. The implications of this research will benefit retailers who plan to promote and sell smartphones through social media advertising. Besides, it will help retailers understand customer demand and increase sales of their products.

Keywords: Perceived Social Media Advertising Value (PSMAV), Malaysian Consumer, Behavior, Smartphone.

I. INTRODUCTION

The Internet has overgrown supported by the World Wide Web (WWW) with a variety of services and databases. The databases had offers in the way of the cross-platform web, inexpensive, convenient to all the users [1]. According to Lucy
In January 2019, mobile social media users were increasing more than 10 percent of the growth of 297 million dramatically to 3.26 billion [5]. People are using social media to do business, communicate, learning, and purchase online. Therefore, the retailer needs to follow the trend of the market by using online social media marketing to promote their products and services. Through the smartphone market in Asia-Pacific, Malaysia’s smartphone user expands one percent annually and estimated will grow more than 20 million in the coming years [6]. Usage of smartphone increase dramatically in Malaysia and an estimated 85 percent of people having their smartphone. According to Media [7], the government encourages teenagers to own their smartphone by giving RM 200 rebate while RM 1000 for those who are doing business online. Internet help the seller to promote their product in the fastest ways with the communication medium [8]. The content can be reached to the end of the customer through social media and reposition the smartphone into new information medium [9]. Social media advertising helps the company achieve its business objective, mission, and vision. The top 5 social media platform popular in Malaysia is Facebook, YouTube, Instagram, Google+, and Twitter [10]. Through social media platform, Facebook and YouTube enable posted the product by using photo or video to let the consumer feel the real experience on merchandise and services, Instagram can create a hard sale and soft sale through hashtag the brand name or specific word.

Marketing mix strategy included the product, place, promotion, and price. The development consists of public relations, advertising, direct selling, and targets some of the customers by using a discounted price and limited time [11]. The advertising can be direct and indirectly persuade the customer through the different types of products and services. Sometimes, the product and service maybe not in the list of customers, but the advertising makes customer increase their buying behavior to fulfill their demand or even put in the criterion is used in the future. Many companies invest their businesses through advertising to increase sales and profit while increasing consumer brand awareness and stimulate consumer buying behavior. Social media marketing helps the company analyze databases target customers by gender, age level, income level, and geographic location. Nevertheless, social media enables the consumer to interact with the retailer through live chat, messenger to enquire product, and service more details before purchase. The consumer also can post their comment about the quality of the product or service provided by the retailer to generate user-content for another consumer who wanted to buy the product [12].

The advertising, which is creative and innovative easy recognize by the consumer about their brand name, product, and features. Social media advertising has grown seven times faster than traditional promotion tools. Since social media becomes a need for every consumer, the rate of purchasing online increased from time-to-time. The frequency of consumer purchases will increase a wide range of product lines included smartphones [13]. The pricing of smartphones considers in large amounts compared to other product lines such as accessories, clothing, health, and beauty is much cheaper. Some consumers will prefer buying the expensive product from a retailer and advised the product features by the sales promoter. Therefore, the consumer needs to increase their time before purchasing those smartphones online. The consumer may confuse if the phone condition is terrible, the quality of the product, and the most important in the warranty period. The consumer wanted to find who when they have received the product out of condition during the warranty [14].

Nowadays, the smartphone advertisement promotes numerous types of color, features, and using storytelling to bring out how massive is their storage and how fast is the speed of the internet. Thus, social media advertising has brought out the trend to purchase through the online platform is cheaper than a retailer shop; the warranty condition can be submitted online directly to the manufacturer. The goal of this study is to overview the requirement of the social media advertising trends brings impact to Malaysian consumer start to purchase smartphone through online through their behavior intention [13].

II. LITERATURE REVIEW

2.1. Social Media Advertising

In the development of business, an advertisement plays an essential role as marketing tools that bring a potential
promotion activity Verbrugghe [15]. Advertising is under marketing strategy from the marketing mix. The marketing mix separates into price, product, promotion, and place. According to Chunawala and Sethia [16], an advertisement may not be so crucial for the businesses but bring a vital value to influence buying behavior. Social media marketing can be interacting with the public, which means that if the target consumer were having a positive impact on the advertisement, this would create a positive relationship between smartphone sales and buying behavior [17]. Social media marketing always helping the small businesses to stand out from the competitor and promote the product to broader target customer with the lowest cost of the process.

Social media advertising has grabbed the attention of customers, not only watching the medium but also attract the customer to click into the social media website to have a look for the products and services [18]. The traditional advertising such as printing in a banner, newspaper, television, radio requires a massive cost of production. However, the interactivity in one-way, and sometimes only the least consumer recognizes the product [19]. Social media created the network to identify the target audience, speed up the connection between each other, analyze the needs and wants from the customer in order to create the content for advertisement, increase the company image, product usage, and sharing their opinion toward improving the product in the future [20]. Therefore, the company can improve its skills through communication, develop mutual value, increasing customer experience, and better performance [21]. Today, advertisement through social media enables two-way interaction between the retailer and customer has created the effectiveness of the business. New technology implication created a long-term relationship with the business with specific features [22].

2.2. Infotainment

Infotainment is a part of information about the product type and features in the business market. Product information can stimulate the intention of the target audience rapidly through social media and online presence [23]. Before the purchase process, most people will search for the product information to differentiate the product feature suitability for the consumer [24]. The consumer will decide product information and evaluate the product with stages of pre-purchase. The advertisement explains product information by presenting product life cycles to choose the most suitable platform to advertise the product. The role of product information brings value towards advertisement to consumer create behavioral intention.

The other word to describe infotainment is entertainment. The advertising can inform, educate, and entertain the target audience to gain significant experience from the content [26]. Using the entertainment approach, the company can develop the product in motion by using movie films to promote the product stimulates the attitude of the consumer towards their favorite movies, actors, or song. In 1930, the company using opera performance to bring out the product and establish a brand name for the target audience. The advertising brings out entertainment with creative storylines control over the customer towards their intention to buy the product [27].

2.3. Invasiveness

This dimension of invasiveness is called distress or stimulus [28]. The invasiveness means that the advertisement brings an annoying feeling to irritate the audience. The target audience will feel upset after seen the same message many times. There may be other reasons that advertisement is annoying, and mainly they disturb or irritate. According to Bauer and Greyser [28] consider advertising to be a significant cause of criticism and disapproval. The first is due to the annoyance or irritation in advertising. According to Aaker and Bruzzone [29] television advertising at night time most viewed by the audience and create advertising value. Most of these ads have negatively affected consumer attitudes, which leads to consumer disgust and ignoring ads by changing channels.

Next, Aaker and Bruzzone [30] showed that the effectiveness of advertising is compromised if the irritation level is improved. They considered invasiveness as an essential variable that creates an impact on the potential efficiency of a commercial or campaign. Bogart and Tolley [31] also studied the adverse effects of advertising as a stimulating medium, which led to consumer rejection of advertising. The prior literature also confirms the negative impact of invasiveness not only on consumer attitudes but also on the value and effectiveness of advertising. [32]. Based on Ducoff’s model of advertising value [33] observed a negative relationship of irritation on the value of mobile advertising in Japan. Consumers explained negative perceptions of mobile advertising messages, which were unintelligible and rejected.

In the context of social media advertising, many of the young consumers today do not click or view ads if they believe that the message is irrelevant, expect a negative experience, or are cynical towards the medium being promoted [34]. Kelly, et al. [34] propose that additional research needs to incorporated in diverse international settings accompanied by varying demographic profiles to attain improved insights on advertising avoidance behaviors of the consumers on social networking sites (SNS). In specific research on social network advertising (SNA) by Jung, et al. [35], additions
considered intrusive when they interfere with their goal-oriented behavior and lead to negative attitudes and perceptions. Based on the academic literature discussed above, the proposed research assumes that the presence of invasiveness has a significant negative impact on perceived social media advertising value (PSMAV).

2.4. Integrity

In general, advertising can also be considered to be intentionally misleading, confusing, trivial, or lacking sufficient information. In the well-known research literature, this belief dimensions derived from false or meaningfulness [36] and credibility [37]. It has personal consequences as a source of information, but it also replicates social costs by deceiving and mocking the mass consumer [36, 38]. Consumer reliance on traditional sources, including political trust and convenience, is considered the best predictor of online reputation description [39].

Their findings acknowledge that, although the Internet believed to be credible, there is still a runaway of information flow, which often lacks sufficient quality. Furthermore, the Internet is also considered to be false, lacking credibility, and is also the most suspected. Later, Moore and Rodgers [40] proved that, despite shopping online, most college students did not find social media advertising to be trustworthy. When they asked to provide credit card details and only bought from websites they knew and trusted in person, they were very hesitant. When consumers must make decisions based on uncertain information, the elements of relevance and credibility in advertising are considered crucial [41]. Many transition economies in Southeast Asia are still immature [42], and access to product information to avoid uncertainty has become a significant issue [43].

Regarding social media advertising (SMA), the content considered more trustworthy when posting comments from existing social units [44]. In a study conducted by Van-Tien, et al. [45] in Vietnam, advertising reputation has a significant positive impact on the perceived value of social media advertising (PSMAV). Previous research has also shown that credibility building has a significant positive impact on both Web 1.0 Internet advertising [46] and mobile advertising [33] across Asia. Based on existing academic findings, the proposed study will examine the impact of integrity or credibility on enhancing PSMAV in Malaysia.

2.5. Remuneration

Today, remuneration as a variable has to be as an essential motivation for social media, which not only enhances consumer engagement with online platforms but also accelerates their inherent desire to earn more rewards internally [47]. Future rewards may be a by-product of some valuable economic incentives, including money, sweepstakes, contests, and bonuses [48]. They identified the "expectation" motivation structure that has a significant impact on individuals' contributions to the online community through future communications.

Wang and Fesenmaier [49] concluded that online communities need to obtain financial returns to gain the active participation and participation of consumers. Compensation elements can also be job-related benefits, such as ways to advance the career ladder through better promotion opportunities and the implementation of good skill setting programs [50]. Earlier, Hars and Shaoong [51] also found that when assessing the reasons behind participating in open source projects, the external compensation in the form of compensation and financial compensation is more than all other internal agencies think.

Remuneration has long been considered an essential motivational structure for persuading online users to consume content through social media [52]. Also, Muntinga, et al. [47] consider remuneration as an essential motivational dimension in consumer online brand-related activities (COBRAS). It is seen as an "individualist" motivation. It triggers electronic word-of-mouth (eWOM) among peers who access social media platforms to generate economic benefits such as coupons and samples [48]. Further, the use of incentives has effectively increased brand awareness, generated more clicks, and enhanced consumer attitudes to advertising [53].

2.6. Perceived credibility

Credibility emphasizes persuasion theory towards the degree of consumer trust the product and expertise of the businesses [54]. Source credibility brings value and message out to enhance the information [55]. Moreover, the source of credibility also brings the actual and trustworthy message to the consumer in order to perceived attitude to increase consumer behavioral intention to purchase the smartphone [56].

Researchers have argued that source credibility is from three people but in the different measurements, such as engaging quality, trustworthiness, and expertise [57]. Quality engagement would affect the consumer through the physical appearance of the retailer by creating value. According to Berlo, et al. [58], the quality also included the trustworthiness and safety attribute from the product source. Therefore, perceived information credibility brings an essential role to the
consumer who less pays attention to an advertisement through social media.

III. METHODOLOGY

The methodology applied in the study using quantitative techniques, and the questionnaire has distributed to Malaysians who purchase products and services online. The survey using a questionnaire with a cross-sectional design and the data collected through one time only. A large number of sample sizes needed to make the accuracy of the result [59]. The instrument is a common term used by researchers for measuring equipment such as testing, measurement, and questionnaires. Questionnaires used to obtain standardized answers rather than specific answers seen in the collection of statistics for other questionnaire types.

The study population consisted of Malaysian consumers. According to Lab [60], there are 25 million total members who are active social media users. In Malaysia, the top five most active social media platforms, namely YouTube, Whatapps, Facebook, Instagram, and Facebook Messenger. The survey will be conducted by distributing questionnaires to Malaysians who have obtained information and made smartphone purchases through social media. The survey was designed with Google forms through social media accounts and distributed randomly. We have sampled as many as 500 Malaysian who have purchased smartphones on social media.

In PLS-SEM analysis, the relationship between variables will be tested partially to see the direct and indirect effects. This study also measures gender and age as moderating, which will strengthen or weaken the relationship between infotainment, invasiveness, integrity, remuneration, and perceived credibility variables with PSMAV.

IV. THEORETICAL FRAMEWORK

The theoretical framework shown below was developed based on a research goal to study the antecedents and outcome of PSMAV on the smartphone from the Malaysian consumer perspective in Figure 1. The hypothesis of this research is also proposed based on a theoretical framework, which will discuss in a later section.

![Figure 1. Theoretical Framework of PSMAV On Smartphone from the Malaysian Consumer.](image)

4.1. Infotainment and PSMAV

Product information plays an essential role before pre-purchase product and stimulates the buying intention. The high degree of mixture product information and entertainment also create loyal customer through the value of advertising. Infotainment through platform brings the target audience more enthusiasm into positive value towards the advertisement and attract the attention of the audience [61]. In 1990, there are having a loss of audience towards advertising, and the researcher adapts infotainment to perform into a commercial message by framing in a story through social media [23]. As an extension of the advertising literature, this study proposes to examine:

H1: The positive impact of the infotainment on PSMAV.

4.2. Invasiveness and PSMAV

There is having a negative relationship between invasiveness and perceived social media advertising. When intentionally interrupted, advertising can distract and mislead consumers [62]. Therefore, the target audience will receive complaints about advertising. The complaint was due to the refusal of the advertisement; the result of the uncontrolled environment needs to restore freedom and control the situation. Some comparative studies show that unsolicited emails are considered more annoying compared to traditional postal mail [63]. As an extension of the advertising literature, this study proposes to examine:

H2: The positive impact of the invasiveness on PSMAV.
4.3. **Integrity and PSMAV**

Integrity brings the concept of reliable and more confident policies towards the advertisement to reduce the gap between network screening and target audience [64]. The content with integrity provided trust for the audience has created the value of advertisement towards the smartphone [4]. Concept integrity as a guarantee for communication and more secure content brings to the audience by online advertising [65]. As an extension of the advertising literature, this study proposes to examine:

H3: The positive impact of the integrity on PSMAV

4.4. **Remuneration and PSMAV**

Remuneration becomes a tool to motivate the target audience through social media [52]. When the persuading become effective, social media advertising successful create word-of-mouth for the retailer and increase the sales and profit from selling smartphone Muntinga, et al. [47]. The target audience expected to get more incentives when they click on the advertisement. The reward taken by the target audience at the same time generates brand awareness towards smartphones [66]. As an extension of the advertising literature, this study proposes to examine:

H4: The positive impact of the remuneration on PSMAV.

4.5. **Perceived Credibility and PSMAV**

Advertising, as a source of credibility, can create trust and persuasion for the target audience Nan [67]. The higher the degree of credibility, the greater the content accepted by the audience [68]. Perceived credibility provides a motivating value to the target audience and stimulates consumer attitude to focus on the message of advertising. Credibility consists of an actual situation towards social media advertising and explores the strengths of effect. As an extension of the advertising literature, this study proposes to examine:

H5: The positive impact of the perceived credibility on PSMAV.

4.6. **PSMAV and Consumer attitudes towards social media advertising (CATSMA)**

Values become criteria that individuals hold in choosing and deciding things [69]. A value system is an essential tool for individuals because it will be used for conflict resolution and decision making [70]. Homer and Kahle [69] suggest that value systems as a basis for the development of individual attitudes and value systems can lead to specific decision-making behavior. The term "advertising value" measures the extent to which consumers consider the ad categories or advertisements to be generally valued and valued. The perceived value of the ad measures the utility of the advertisement from subjective criteria.

The approach to analyzing the value and value of advertising in traditional media has formulated by Ducoffe [71]. He assumed that all forms of advertising that have no value would produce unfavorable consumer responses and decrease consumer attitudes to products. Ads that are considered high value will produce a favorable consumer response and positive evaluation. Scientific work has expanded into the digital world, namely World Wide Web [18, 72], and other forms of advertising media such as cellphones Liu, et al. [33] and social media advertising [45, 73] to test its effectiveness.

The study of consumer perceptions of mobile advertising, Liu, et al. [33], concluded that the perceived value of mobile advertising has a significant positive impact on consumer attitudes and mediates the relationship between consumer values or beliefs and consumer attitudes. Positive consumer perceptions lead to favorable attitudes for advertising. This statement is following previous researchers, namely Tsang, et al. [74] and Petrovici and Marinov [75]. As an extension of the advertising literature, this study proposes to examine:

H6. The positive impact of the PSMAV on CATSMA.

4.7. **CATSMA and Behavioral Intention**

According to Choi and Rifen [76], the content of social media advertising brings a positive relationship towards buying intention. The consumer of behavioral intention comes from the experience of the retailer [77]. The behavioral intention is a specific feeling from those individuals who willing to undertake [8, 78]. In the previous study, social media advertising had created its value to stimulate consumer attitude and increase target audience buying intention to purchase the product through the retailer’s website [66]. Based on previous studies, we conclude that:

H7: The positive impact of the CATSMA on behavioral intention.

V. **DISCUSSION AND CONCLUSION**

In this paper, the theoretical framework has explained the flow of social media advertising value towards consumer attitudes and the relationship with behavioral intention. Social media brings a significant impact on the consumer and
changing the taste and preference of consumers rapidly. This research discusses how advertising trends can have a positive impact on the audience who buy smartphones online. Thus, the study implicates and helps the researchers and retailers to target the customer by identifying the social media advertising value and the trends in Malaysia.

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REFERENCE


