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The Impact of Digital Marketing Strategies on Purchase Intention of University Students Towards Brands in Kuala Lumpur, Malaysia

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Abstract

This study paper looks at how digital marketing tools, such as eWOM, social media marketing, influencer marketing, and paid ads, affect the plans of young people in Kuala Lumpur, Malaysia, to buy brands. The study looked at 129 young people and found that eWOM and social media marketing have a big effect on buying behaviour, while paid ads and influencer marketing don't have much of an effect. Based on the results, companies in Kuala Lumpur should put more effort into managing their online reputations and getting involved in social media.

Key Words: *eWOM, Social Media Marketing, Influencer Marketing, Paid Ads, Purchase intention.*

1.0 Introduction

The primary concept behind digital marketing is to promote goods using digital channels that are linked to the internet. Novitasari et al. (2021) say that it is a process that uses the Internet to make promotion and contact between companies and customers more effective. This method helps businesses meet customer wants better (Dwivedi, 2022) and makes it easier for makers, sales teams, and customers to talk to each other (Erlangga, 2021). Traditional business models have been changed by the rise of digital marketing. Companies are using both traditional and digital methods to grow their market presence (Alwan & Alshurideh, 2022). Digital marketing tactics have become even more popular because smartphone apps make it easy and convenient to do business. This change has come about because the business world is always changing, thanks to non-traditional competition and technological advances (Maher Alwan & Muhammad Turki Alshurideh, 2022). Malaysians have also embraced digital transformation, with a growing percentage engaging in online purchases (Kowang et al., 2021). The Malaysian Communications and Multimedia Commission said that the number of online buyers went up from 48.8% in 2016 to 53.5% in 2018. The virus made this change in purchasing behaviour happen even faster. As people got used to their new schedules, online sites were a big part of how they met their basic needs and wants (Sigar et al., 2021). Because of the pandemic,

companies changed how they spent their money, putting more money into technology and online interaction. In essence, the growth of digital marketing has changed the way businesses work by allowing for better communication, more targeted exchanges with customers, and a wider market reach. Businesses need to combine online platforms with traditional methods to stay competitive in today's fast-changing market. This is especially true in the face of major changes like the COVID-19 pandemic (Lockett, 2019).

1.1 Problem Statement

There is a significant research gap because there isn't enough research on how eWOM, influencer marketing, social media marketing, and paid ads work together and how they affect buy intent in Kuala Lumpur. Modern marketers have to deal with problems and use a variety of strategies to keep customers interested, it's important to know how well these methods work (Tamrakar et al., 2018). Al-Azzam and Al-Mizeed (2020) say that if an organisation wants to win trust and market share with digital marketing methods, it should focus on building a strong brand name. But as businesses engage in digital marketing for long-term success, their global competitiveness is hurt by a lack of knowledge and a lack of infrastructure, culture, and skills (Chaffey & Smith, 2022). Even though there has been a lot of research on word of mouth (WOM), internet word of mouth (eWOM) is still not well understood and needs more study (Shafig Al-Haddad et al., 2022). The change from traditional WOM to digital WOM shows how important it is to study how eWOM affects buying decisions in the age of social media. Influencer marketing has gotten a lot of attention in Kuala Lumpur because of how it affects customers' plans to buy (Bu et al., 2020). Lim Xin Jean et al. (2019) say that the validity of influencer marketing is one of the most important things that affects buy intent. Poyry et al. (2019) found that authenticity, which means how real celebrity comments are, has a big impact on customer trust and involvement.

Thus, this research examines how influencer marketing affects consumer purchase intention in Kuala Lumpur, examining aspects including authenticity, trust, and product type to improve influencer marketing methods (Mohammed Altaf Khan & Saima, 2020). Privacy issues, disinformation, and online fraud affect Malaysian youth's social media purchases (Ngo Pei Shi & Siti Norziah Ismail, 2021). Social media's influence on people, notably food choices, must be examined (Abbas et al., 2019; Noémie Gelati & Jade Verplancke, 2022). E-commerce platforms make quantifying sponsored advertising' impact on purchase choices difficult, hindering marketers' resource-efficient methods (Dilaysu Cinar & Ebru Enginkaya, 2014; Niklas Fourberg et al., 2021). Thus, understanding paid advertising and client purchase intention is crucial. Few researchers have explored sponsored commercials and purchase intention (Haider & Shakib, 2018). Thus, this study examines digital marketing dynamics and their effects on purchase intention, providing Kuala Lumpur marketers and companies with significant information.

2.0 Literature Review

2.1 Purchase Intention

According to research by Sulthana and Vasantha (2019), "Purchase Intention" describes the intention to buy a product or service in the near future. It's typically tied to a client's state of mind, attitude, and propensity to buy. It has been shown that consumer interest in a product is a major factor in their final purchasing decision (Shields, 2021).

Purchasing intentions are reflective of consumers' habitually predicted behaviour in making purchases in the near future. Among the many factors that are considered in consumer research studies is the desire to purchase a certain brand's product or service. These studies may be conducted for any number of reasons and can include any number of items or services. For instance, while planning a future shopping trip, consumers often think about what items or brands they want to purchase. In particular, the structure of attitudes will be heavily influenced by customers' purchase intentions, which are projections of their future behaviour (Muhammad et al., 2015).

2.2 Electronic Word Of Mouth

eWOM may take many forms, including but not limited to electronic mail, instant messaging, blogs, forums, online communities, chat rooms, review sites, etc. (Marmaya et al., 2018). Whilst it has certain similarities with conventional word-of-mouth, EWOM also stands apart in some key respects. The first major difference between eWOM and conventional word of mouth is the medium via which it is disseminated (Marmaya et al., 2018).

Social media platforms foster the development of social networks that impact the purchasing decisions of users via word of mouth (López-Barceló & López, 2022). Due to the proliferation of online social networks and user-generated material, "word of mouth" has evolved into "electronic WOM," which has spread to a remarkable degree. Common people use social media to get up to speed quickly on topics of interest to them. The rise of the internet has caused a tidal change in how people get information online. Consumers' contributions to the content market include data about available products, services, and more. The spread of word-of-mouth (eWOM) and online evaluations (recommendations and experiences) has a significant impact on consumers' decision-making processes and the actions they do while shopping (Chu & Kim, 2018).

To spread positive opinions about a company's goods or services, "word of mouth" (also known as "word of mouth marketing") relies on personal recommendations from people who know and trust each other (Hayes, 2021). Electronic word of mouth (eWOM) describes the modern type of WOM communication that takes place online (Yang, 2017). Due to the proliferation of digital tools, this kind of interaction now ranks among the web's most valuable data stores (Wong et al., 2020). These new forms of communication have altered consumer habits as a result of consumers' increased ability to influence one another through the acquisition and dissemination of information about businesses and their offerings (Dwivedi et al., 2021).

2.3 Influencer Marketing

Influencer marketing is defined as businesses persuading individuals with a substantial social network of followers to promote and distribute their products (Belanche et al., 2021). Social media influencers or SMIs, are a new kind of independent third-party endorsers that change audience opinions via social media platforms including blogs, tweets, and other social networking sites (Alves De Castro et al., 2021). While the word "influencer" does not have a universally accepted meaning in the current literature, it often refers to a person or collective who has amassed a significant following through social media. The advent of social media has levelled the playing field, making every person potentially influential. Finally, those who influence others are called influencers (Appel et al., 2019).

Although influencer marketing is seen as a novel method of connecting with consumers on social media, the final result is still an advertisement shown in the form of a product endorsement (Knoll, 2016). Thus, researchers need to consider how people feel about the ad itself to assess the impact of preconceived notions about influencer marketing. Previous studies have shown a robust connection between outlook and desire to act. The same holds for the world of marketing and promotion. In the influencer marketing setting, a favourable response to the influencer advertisement is essential for inspiring intent to buy (Mattke et al., 2017). It remains uncertain, however, how precisely these categories of perceptions influence consumers' purchase intentions and which configurations of these perceptions result in the formation of purchase intention (Research et al., 2018).

2.4 Social Media Marketing

Social media marketing refers to the process of generating website traffic or awareness via social networking sites. Typically, social media marketing programs focus on creating content that is engaging and encourages readers to share it with their social networks (Felix et al., 2017). The use of social media has grown ubiquitous in modern society. The daily active user count of popular social media platforms including Facebook, Twitter, Instagram, and LinkedIn continues to rise in the thousands. It is estimated that more than 500 million individuals use social networks (Silver et al., 2019).

Social media marketing increases brand awareness which will impact the consumer purchase intention towards brands (Bilgin, 2018). Brand recognition has been shown to have a significant impact on purchase intent by previous studies (Keller 1993; Macdonald and Sharp 2000; Martins et al. 2019). This is because consumers are more likely to buy a brand they are already acquainted with and trust. Brand recognition aids consumers in understanding distinctions between brands and product categories. Hoyer and Brown and Dabbous and Barakat (2020) both found that consumers were much more likely to choose a brand that they were already familiar with. Therefore, researchers propose a connection between social media brand awareness and consumer intent to buy.

2.5 Paid Ads

Paid Ads are defined as "the nonpersonal distribution of information about items (goods and services) or ideas by designated sponsors via different media with the purpose of influencing consumers' purchasing decisions" (Dhoundiyal & Professor, 2021). Paid advertising is frequently referred to as PPC (pay-per-click) advertising, although not all paid advertisements are PPC ads. Paid advertisements are displayed on a variety of platforms, including Google search results, social media websites, and other websites (Peterson, 2022).

There has been a lot written on the determinants of impact and price choices around online platform advertising. Many recent studies examine, from both an empirical and theoretical vantage point, the advertising pricing techniques of bilateral marketplaces such as advertising platforms (Hao & Yang, 2022). According to the findings, the platform may benefit monetarily from both huge paid commercials and little free advertisements. In their research, Hao et al. (2017) and Ji et al. (2019) analyze the factors that go into determining the prices at which mobile app advertisers may place their ads.

The attention, interest, desire, and action model determine how successful advertising will be in eliciting a desired response, which in this case is a purchase (Catarina & Carmo, 2020). The popularity of an advertisement on YouTube is measured in part by how many people choose to watch it and how many people like it, both of which are influenced by the characters that appear in it (Vedula et al., 2017). The success of YouTube advertisements was broken down into a series of multimodal frameworks. A multimodal framework is a joint representation of auditory, visual, and textual patterns that are developed with the assistance of multimedia signal processing and natural language processing tools using the extracts of temporal patterns that form the content of the advertisements. In this case, the framework stands for a joint representation of auditory, visual, and textual patterns (Vedula, Sun, et al., 2017).

Figure 1: Research Framework
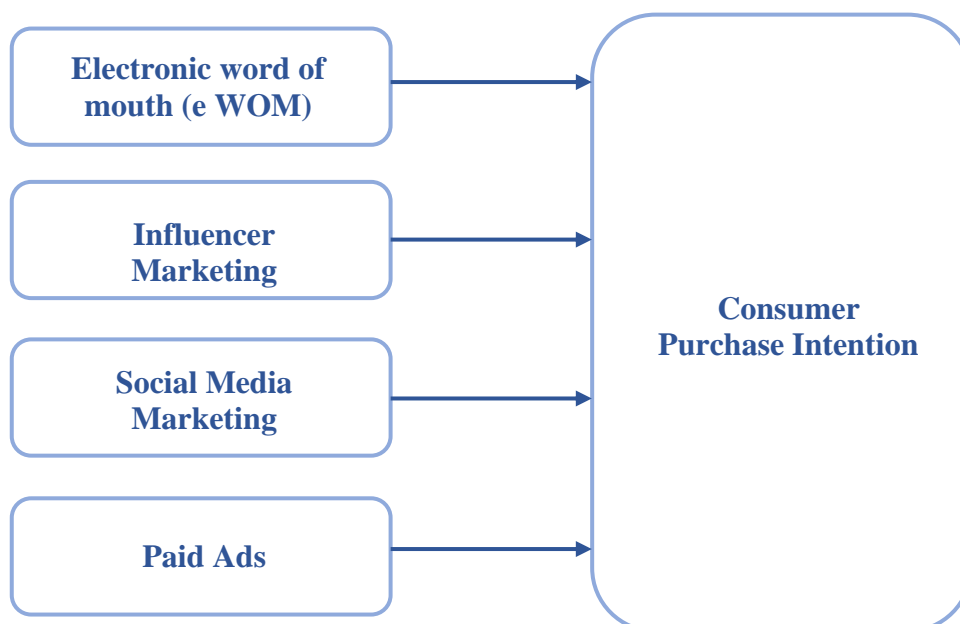
3.0 Methodology

Positivists accept solely empirical evidence. Positivist researchers must acquire and evaluate data impartially. To clarify, the researcher acts as an impartial third party to avoid bias in the results. This research yields quantitative and observable results (Park et al., 2020). The study employed a deductive strategy to develop a hypothesis based on the literature and a research strategy to test it. A hypothesis or case example with a causal link or correlation is more likely to be right. The survey approach was used since the study questions aim to acquire quantitative data for analysis. This study collected data from participants using self-administered questionnaires. Questionnaires may quickly and cheaply acquire data from big samples (Kabir, 2016). A cross-sectional study is one in which information is collected from a large number of people at a single point in time and space (Thomas, 2020). This research used quantitative data from the sample to test and support the hypotheses. The research used this strategy since it was easy to obtain data from 129 people.

In the field of research, two distinct categories of time perspectives or series exist, namely cross-sectional and longitudinal. The cross-sectional design is a research method that involves collecting data from a sample of individuals. Data collection in research often involves gathering information from respondents at a single point in time within a specified timeframe, which might range from a single day to many months (Lazazzara, 2014). On the other hand, scholars may have the intention to address their research inquiries via the examination of individuals or occurrences at different points in time inside a certain temporal interval (Ployhart & Vandenberg, 2010).

This research used primary data. The researcher generates and obtains primary data from the original, or "primary," source, such as an interviewee or surveyee (Phoebe N, 2013). Interviews, self-administered surveys, and field observations are typical methods for collecting primary data. This research employed self-administered questionnaires. The research employed a self-administered questionnaire. Self-administered questionnaires are completed by individuals. Respondents complete self-administered surveys. Self-administered surveys allow respondents to be honest. Self-administered surveys remove researcher bias (Julie de Jong, 2016). Google Forms created and analyzed quantitative questionnaire surveys. Internet surveys provide results quickly and two-thirds faster than conventional research approaches. Allowing participants to choose a time lowered survey completion time and research expenses. Real-time findings enable participants to remark immediately, construct graphs for reporting, export data for further research, and discuss outcomes (SmartSurvey, 2019).

One recommended approach to doing research involves using primary data and employing a cross-sectional time span. The poll was carried out in Kuala Lumpur, Malaysia, targeting individuals (aged 18-35) of both genders. The data collected The data was subjected to analysis using the Statistical Package for the Social Sciences (SPSS).

Figure 2: G* Power Sample Size Calculator
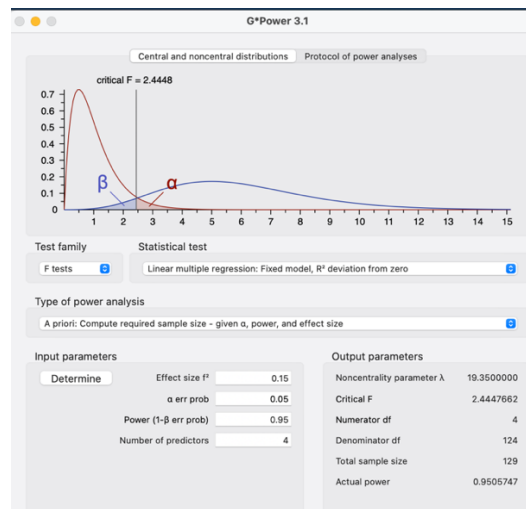
4.0 Data Analysis
4.1 Descriptive Analysis

To demonstrate the structure of the data obtained, this research will detail the demographic profile of the respondents. Gender, age, education, and all questions for each independent and dependent variable are included in this breakdown. The data is presented statistically in tables with frequency distribution, percentage, and pie charts.

4.1.1 Demographic Profile of Respondents

4.1.1.1 Age

As depicted in Table 1, four age categories were specified. The majority, 66.7% of respondents, consisted of 86 respondents between the ages of 18 and 23, followed by 22.5% of respondents consisting of 29 respondents between the ages of 23 and 27, 7.8% of respondents consisting of 10 respondents between the ages of 28 and 32, and 3.1% of respondents consisting of 4 respondents between the ages of 33 and 36.

Table 1: Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 23	87	67.4	67.4	67.4
	23 – 27	29	22.5	22.5	89.9
	28 – 32	9	7.0	7.0	96.9
	33 – 36	4	3.1	3.1	100.0
	Total	129	100.0	100.0	

4.1.1.2 Gender

As depicted in Table 2, respondents were given two options. 67.4% of respondents were females and 32.6% were females. This means that 87 males responded to the survey, while 42 females responded, for a total of 129 respondents. Consequently, the survey received a larger number of female responses.

Table 2: Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	87	67.4	67.4	67.4
	Female	42	32.6	32.6	100.0
	Total	129	100.0	100.0	

4.1.1.3 Education

As illustrated in Table 3, four options are mentioned. The majority, 66.7% of respondents, consisted of 86 respondents who were pursuing or had completed their undergraduate degree, followed by 20.9% of respondents who were respondents for diploma level, 10.9% of respondents who were respondents for masters level, and 1.6% of respondents who were Above masters level.

Table 3: Education

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	27	20.9	20.9	20.9
	Undergraduate	86	66.7	66.7	87.6
	Masters	14	10.9	10.9	98.4
	Above Masters	2	1.6	1.6	100.0
	Total	129	100.0	100.0	

4.2 Reliability Test

Reliability testing ensured compatibility and examined all variables' possible associations. According to Taherdoost (2020), this research has to verify all questionnaire replies. When determining the dependability of a test based on a single behaviour, Tang, Cui, and Babenko (2014) consider how related things are. Cronbach's alpha and composite reliability evaluate the items and factors. Cronbach's Alpha measured response consistency in this study. Cronbach's alpha should be at least 0.6, with good values between 0.8 and 0.9 and unsatisfactory values below 0.6 (Nawi et al., 2020).

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Table 4: Reliability Statistics

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Reliability Statistics		
Variables	Cronbach's Alpha	N of Items
Purchase intention	.808	5
eWOM	.746	5
Influencer Marketing	.759	5
Social Media Marketing	.831	5
Paid Ads	.911	5

4.3 Normality Test

This study checked data normality using descriptive analysis. Data kurtosis and skewness were summarized. Skewness and kurtosis indicate symmetry and inequality, respectively. Skewness and kurtosis equal 0 in a normal distribution. The distribution is abnormal when the skewness is less than -2 or higher than 2 and the kurtosis is less than -7 or greater than 7 (Peña-García et al., 2020). Tables 5 and 6 illustrate that the independent and dependent variables in this investigation have appropriate skewness and kurtosis. Purchase intention skewness is –1.128 and kurtosis is 1.638. eWOM skewness is -0.769 and kurtosis is 0.687. Influencer marketing has a skewness of -0.752 and kurtosis of 0.056, social media marketing -0.644 and -0.140, and sponsored advertisements -0.772 and -0.169. All variables are normal. Q-Q plots proved data normality. Q-Q plots revealed a straight line, suggesting a normal distribution (Asghar Ghasemi & Saleh Zahediasl, 2012).

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Table 5: Descriptive Statistics

Descriptive Statistics

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	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PITotal	129	3.20	1.80	5.00	4.1860	.66529	.443	-1.128	.213	1.638	.423
EWTotal	129	3.00	2.00	5.00	4.1194	.62974	.397	-.769	.213	.687	.423
IMTotal	129	3.40	1.60	5.00	3.7814	.78758	.620	-.752	.213	.056	.423
SMMTotal	129	3.20	1.80	5.00	3.9767	.79633	.634	-.644	.213	-.140	.423
PATotal	129	4.00	1.00	5.00	3.7876	1.01758	1.035	-.772	.213	-.169	.423
Valid N (listwise)	129										

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Table 6: Descriptive Statistics

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Variables	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase Intention	129	-1.128	.231	1.638	.423
eWOM	129	-.769	.231	.687	.423
Influencer Marketing	129	-.752	.231	.056	.423

Social Media Marketing	129	-.644	.231	-.140	.423
Paid Ads	129	-.772	.231	-.169	.423
Valid N (listwise)	129				

4.4 Pearson Correlation

Bivariate relationships were tested for statistical significance using the Pearson Correlation. In addition, the Pearson Correlation was utilized to determine if there was a positive or negative association between the independent and dependent variables (IBM, 2022). Pearson's correlation coefficient takes on values between -1 and 1, where -1 denotes no connection at all and 1 denotes an ideal one. Table 7 displays the findings of a Pearson Correlation analysis between eWOM (IV1), influencer marketing (IV2), social media marketing (IV3), sponsored advertisements (IV4) and purchase intent (DV).

Table 7: Pearson Correlation

Correlations

		PITotal	EWTotal	IMTotal	SMMTotal	PATotal
PITotal	Pearson Correlation	1	.742**	.597**	.689**	.585**
	Sig. (2–tailed)		<.001	<.001	<.001	<.001
	N	129	129	129	129	129
EWTotal	Pearson Correlation	.742**	1	.636**	.685**	.628**
	Sig. (2–tailed)	<.001		<.001	<.001	<.001
	N	129	129	129	129	129
IMTotal	Pearson Correlation	.597**	.636**	1	.640**	.702**
	Sig. (2–tailed)	<.001	<.001		<.001	<.001
	N	129	129	129	129	129
SMMTotal	Pearson Correlation	.689**	.685**	.640**	1	.781**
	Sig. (2–tailed)	<.001	<.001	<.001		<.001
	N	129	129	129	129	129
PATotal	Pearson Correlation	.585**	.628**	.702**	.781**	1
	Sig. (2–tailed)	<.001	<.001	<.001	<.001	
	N	129	129	129	129	129

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

Table 8: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.773	.253		3.058	.003
	EWTotal	.500	.086	.473	5.810	<.001
	IMTotal	.106	.070	.125	1.503	.135
	SMMTotal	.277	.081	.331	3.413	<.001
	PATotal	-.039	.064	-.060	-.610	.543

a. Dependent Variable: PITotal

4.5 Multiple Regression

In this research, Multiple Regression was used to evaluate the predictive power of each independent variable. The number of explanatory factors for the dependent variable was also determined. The SPSS system's output may be seen in Table 9 below. A total of 61.9% of the variance in DV can be accounted for by the four independent variables (eWOM, Influencer marketing, social media marketing, and paid advertisements), as shown by the R square value of 0.619. While the variables included in this study account for 61.9% of the total variance, the remaining 38.1% may be accounted for by other factors.

Table 9: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787[a]	.619	.607	.41696

a. Predictors: (Constant), PATotal, EWTotal, IMTotal, SMMTotal

b. Dependent Variable: PITotal

F-test results demonstrate that there was a significant regression association in this model, with a 0.001 value where the p-value was less than 0.05. Therefore, it is reasonable to conclude that this model significantly influences the purchase intention (DV).

Table 10: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.097	4	8.774	50.470	<.001[b]
	Residual	21.558	124	.174		
	Total	56.655	128			

a. Dependent Variable: PITotal

b. Predictors: (Constant), PATotal, EWTotal, IMTotal, SMMTotal

Table 11 displays the coefficient value from the accomplished regression analysis. Two independent variables have a positive influence on purchase intention (DV) with a p-value less than 0.05.and the other two factors do not have a positive correlation with brand-buying intent among young people in Kuala Lumpur. Standardized or variance-adjusted units are used to represent the unstandardized regression coefficient, or beta, to show the strength of the association between the independent and dependent variables. In contrast, the standardised bet.

coefficient was forecast using regression analysis, which required the original data to be standardised.

Table 11: Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.773	.253		3.058	.003
	EWTotal	.500	.086	.473	5.810	<.001
	IMTotal	.106	.070	.125	1.503	.135
	SMMTotal	.277	.081	.331	3.413	<.001
	PATotal	−.039	.064	−.060	−.610	.543

a. Dependent Variable: PITotal

5.0 Discussion

The findings from the data analysis provide valuable insights into the associations between the independent variables (IVs) and the dependent variable (DV), offering a deeper understanding of the factors that impact the purchasing intention of young individuals residing in Kuala Lumpur.

The study found a significant positive connection (r = 0.742) between electronic word-of-mouth (eWOM) and purchase intention, suggesting that eWOM has a substantial influence on individuals' desire to make a purchase. The observed association demonstrates statistical significance (p < 0.001), hence supporting the acceptance of Hypothesis 1.

On the other hand, it is seen that there is no statistically significant relationship (correlation coefficient = 0.597) between influencer marketing (IV2) and purchase intention (DV), as the obtained p-value (p = 0.135) does not meet the predetermined significance level. As a result, it may be inferred that Hypothesis 2 is invalidated, indicating that the impact of influencer marketing on purchase intent may not be significant within the selected sample.

The findings of this study indicate a strong and statistically significant positive relationship (r = 0.689, p < 0.001) between social media marketing (independent variable 3) and purchase intention (dependent variable). Therefore, the acceptance of Hypothesis 3 suggests that social media marketing has a significant influence on consumers' intention to make a purchase.

The correlation coefficient between paid commercials (IV4) and purchase intention (DV) is 0.585, but, this relationship does not achieve statistical significance (p = 0.543). As a result, the rejection of Hypothesis 4 suggests that sponsored advertisements may not have a substantial impact on the purchase intent of the persons polled.

The conclusions are further reinforced by the use of multiple linear regression analysis. The collective impact of electronic word-of-mouth (eWOM), influencer marketing, social media marketing, and paid ads accounts for 61.9% of the variability in purchase intention, which

serves as the dependent variable (DV). The remaining 38.1% of the variability may be ascribed to elements outside the aforementioned influences.

The analysis of variance (ANOVA) findings provide empirical evidence supporting the significance of the regression model ($p < 0.05$), hence strengthening the model's capacity to accurately forecast purchase intention. The coefficients shown in Table 17 indicate that electronic word-of-mouth (IV1) and social media marketing (IV3) have a statistically significant positive impact on purchase intention (DV), as seen by their p-values being below 0.05. In contrast, the impact of influencer marketing (IV2) and sponsored commercials (IV4) on purchase intent is shown to be statistically insignificant.

In conclusion, the data reveals that electronic word-of-mouth (eWOM) and social media marketing have a significant impact on the purchase intention of young persons in Kuala Lumpur. On the other hand, it might be argued that influencer marketing and sponsored commercials lack significant influence. This research offers useful data for marketers seeking to successfully target and engage this specific group. The predictive power of the model is encapsulated by the regression equation, which includes the variables eWOM, influencer marketing, social media marketing, and paid ads, with corresponding coefficients of 0.500, 0.106, 0.277, and -0.039, respectively. Additionally, the intercept term is 0.773. Nevertheless, it is crucial to recognize possible constraints, such as the particular demographic and cultural milieu of Kuala Lumpur, that might impact the applicability of these results.

5.1 Implication of the Study
This study offers practical implications for organizations that want to target the young customer population in Kuala Lumpur. It emphasizes the crucial roles of electronic word-of-mouth (eWOM) and social media marketing in influencing purchase choices. It is suggested that companies proactively monitor online reviews and actively interact with customers on social media platforms to foster favourable attitudes and successfully impact consumer purchasing decisions. Theoretical implications are closely aligned with the Stimulus Organism Response Theory, which emphasizes the influence of external elements in moulding customer behaviour within the realm of digital marketing stimuli. The research presents a nuanced viewpoint on influencer marketing and sponsored commercials, revealing a restricted effect on purchase intention. This discovery compels marketers to reevaluate and develop their tactics in these areas. This study provides practical insights for developing effective digital marketing strategies while also contributing to the theoretical comprehension of customer behaviour in the ever-changing digital environment. This work makes a substantial contribution to the field of digital marketing techniques and their impact on customer decision-making by effectively linking the theoretical and practical aspects.

5.2 Conclusion and Recommendation
In summary, this study provides insights into the notable influence of electronic word-of-mouth (eWOM) and social media marketing on the purchase intention of young persons residing in Kuala Lumpur. The results of the research underscore the need for firms to proactively oversee online reviews and use successful techniques in social media marketing to have a positive

impact on customer behaviour. Although influencer marketing and sponsored promotions may have a limited effect, they provide potential avenues for innovation and strategic enhancement.

The study's findings give rise to various suggestions for future research initiatives. Examining the impact of several categories of influencers, such as micro-, macro-, and celebrity-level influencers, may provide a more comprehensive comprehension of their influence on consumers' inclination to make purchases. The examination of cultural dimensions, psychological determinants, and ethical implications in relation to the impact of digital marketing on consumer behaviour might enhance our comprehension of this field.

Furthermore, future research endeavours need to investigate the efficacy of other digital marketing strategies, including content marketing, search engine optimization (SEO), email marketing, and mobile advertising, in terms of their impact on consumer purchase intention. By directing attention towards the significance of trust, trustworthiness, and cultural variances across many demographic backgrounds, one might potentially get significant information.

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