

The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y

Abstract

Social media has become the modus operandi of the 21st century. Building on the foundation of Web 2.0, social media applications have facilitated unprecedented growth in human interaction in modern times. This study attempts to study the impact of social media marketing medium toward brand loyalty and purchase intention in Generation Y. Surveys are conducted randomly and questionnaire distributed to undergraduate students of Malaysian universities. Two Hundred questionnaires were distributed with 75 percent response rate. Two propositions and three hypotheses were developed and tested using mean and regression analysis. The result indicated that the online marketing communications, specifically, E- WOM, online communities and online advertisement are effective in promoting brand loyalty and product purchase intention through company website and social media platforms. These finding indicate to marketing managers that social media marketing medium has become an important marketing tool to reach emerging younger generation consumers. It also indicates that cyber world play an important role in modern marketing, enabling marketers to reach customers faster and more efficiently. This research provides a guideline for global brand players in considering applying social media marketing activities to promote their product, and brand.