The Impact of Content Marketing, Social Media Marketing and Online Convenience on Consumer Buying Decision Process

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Abstract

With the rapid improvement of modern technology, the trend of how consumer purchase has been changed. Businesses are adopting digital marketing instead of conventional means of marketing. Products that were previously only sold in brick-and-mortar store are now selling online, such as apparel products. This research aims to identify the digital marketing elements that affect consumer buying decision process, namely content marketing (CM), social media marketing (SMM), and online convenience (OC). Self-administrative questionnaire was used to collect data from 236 respondents using Google Form. Descriptive and inferential analysis are conducted. Besides, the three elements of digital marketing (CM, SMM and OC) have significant impact on consumer buying decision process. This study provides evidence to business owner, marketers, and academician's researchers that what are effectively affecting the consumer buying decision process in digital marketing in Malaysia so that they can allocate their marketing budget wisely.

Keywords: Content Marketing (CM), Social Media Marketing (SMM), Online Convenience (OC)

Introduction

In today's modern world where internet is everywhere, businesses often rethink the way of marketing their products or services to keep up with the trend. They will be having hard time to maintain survivability if continue to implement marketing strategy in the old way because most of the traditional marketing strategy is outdated that cannot follow with the current latest trend (Trauntschnig & Hetz, 2020). Besides, digital marketing has becoming one of the main factors for business to success in the marketplace because it is not only acting as a communication tools, but also a key to sustain and build relationship with the audiences and potential consumers. Digital marketing is said to have advantage over traditional marketing because a business can examine every user's behavior. For instance, business can trace number of audiences reach of a virtual marketing campaign and it allow businesses to understand what consumers really want and try to fulfill their needs. In addition, internet is so powerful that it

merged the world into a tiny village where everyone can interact with anyone using just only electronic devices (Alghizzawi, 2019), and so when a marketer use digital marketing strategy to market their products and services, it can be seen across the world and have wider impact on consumer buying decision process.

According to Rathnayaka (2018), digital marketing had changed the fashion industry worldwide, specifically from the perspectives of branding and creativity. Digital marketing in fashion industry can entice consumer's interest and develop desire to search for the brand. Research found that the life cycle in fashion industry is very short because consumers' taste keeps changing overtime. Therefore, it is important for marketer to forecast the upcoming trend even before the trend forming into the consumer market. Marketing on the internet is conducted in real time to audience and thus marketer should always be the first mover to present latest trend and information to compete with other competitors. Moreover, marketers can become fashion trend leader with the use of digital media such as website and social media platforms to identify consumer needs and to satisfy them in order to maintain a long-term positive relationship with consumers.

As digital marketing being part of the internet, it has completely changed the way of how businesses market their products and services. However, when all businesses can easily promote their products and brand using digital marketing, it is a freely competitive market as there are countless competitors selling the similar products. In order to stand out among competitors, a business should make good use of digital marketing to achieve big impact on consumer buying decision process. The problem of understanding consumer buying decision with the implantation of digital marketing can affect many parties such as business owner, marketers, academics, and even government. There have been attempts of digital marketing strategy for various products and services, but its mechanisms and impact on consumers' decision making is remained inconclusive.

Ineffective digital marketing strategy can negatively affect a company's sustainability because it fails to create an impact on consumer buying decision process. If the problem of not understanding the use of digital marketing continues, businesses will fail due to poor financial performance.

The purpose of this research is to examine the key drivers of digital marketing that associated to consumer buying decision process. The research will determine the most crucial factors through surveys to gauge the distinct factors in consumer buying decision process.

Literature Review
Consumer buying decision process

For any business to sell their products or services to their customer successfully, it must understand why customer will purchase the product at the very first place. Consumer buying decision process is best describe as the way consumer uses their money to purchase something from the marketplace, prior to and following the payment made for the product or services (Qazzafi, 2019). It is essential that every marketer should understand their consumer's buying decision, both traditional and modern marketing. As the saying goes, "without customer there is no business", customer is the reason behind every business's survivability. In present, all

forms of digital marketing such as content creation and social media marketing can impact every purchase decision made by consumers, because marketers will be sending messages to consumer's mind and hoping to capture their attraction to purchase the products. Therefore, businesses and marketer should never neglect the reason of buying decision made by their consumers.

Content marketing

Content marketing is referred to an invitation from businesses or marketers to undertake consumer at the right time during their buying decision process, it include from generating, allocating, sharing, and approaching content, all of that is to create an urge for consumer to purchase a products or services (Järvinen & Taiminen, 2016). The increasing trend of society rely on internet has changed the way of how a business interact with their customers through virtual world. According to Liu & Huang (2015), content marketing is considered as pull marketing strategy rather than pushing where it creates content that can add more value to what a consumer is searching for.

When there are many competitors in the marketplace, content marketing might become a golden key for businesses to shine from its competitors. Content is important to retain target audience because good content can keep customer coming back, as it can communicate your message and convince them to buy from you not your competitors. Besides, content can create competitive advantage for the business because it will create product leads. For instance, your brand will be the first goes to consumer's mind if they are looking to purchase a product.

Social media marketing

In current modern era, society already understand and adopt to the term "social media". Social media marketing (SMM) best describes as a procedure used by the company in generating and promoting any marketing activities or campaign through online social media platform with the intention to provide and add value for ultimate stakeholders (Pham & Gammoh, 2015). Interacting with consumers on social networking services is recognize as SMM and it delivers many advantages for the company, common one includes electronic word of mouth, improve brand loyalty, and impact on consumer buying decision (Choi et al, 2016). SMM is important in any business aspect because it can boost a business's traffic tremendously and enhance brand awareness by advertising products or services through any social media platform. As a matter of fact, about 78 percent of businesses can outperform their competitor with the help of social media (Bakhodirovna, 2019).

Online convenience

Online convenience is referring to consumer's preference during buying decision process, consumer often prefer lesser amount of time and effort when buying products or services (Thao, 2020). Fast and convenience has becoming main factor that impact on consumer buying decision, and the solution for it is purchase through online and internet, which can greatly reduce the time spend for consumer to purchase at shopping outlets, as time is more important

than ever (Duarte, Silva, & Ferreira, 2018). When it comes to time management, consumers are more likely to spend time on other activity and less likely to spend time on shopping, hence the needs of convenience have grown and lead consumer to explore online shopping (Kumar & Kashyap, 2018). The dimension for online convenience discussed below will impact on how retailer able to retain their customer and create brand loyalty among them (Pham et al., 2018).

Theoretical Model and Hypothesis Development

The purpose of this study is to examine the immediate relationship of Content marketing, Social media marketing, Online convenience with Consumer buying decision process. Such influences refer to hypotheses H1, H2 and H3 respectively. Figure 1 depicts the theoretical model and hypotheses to be tested.
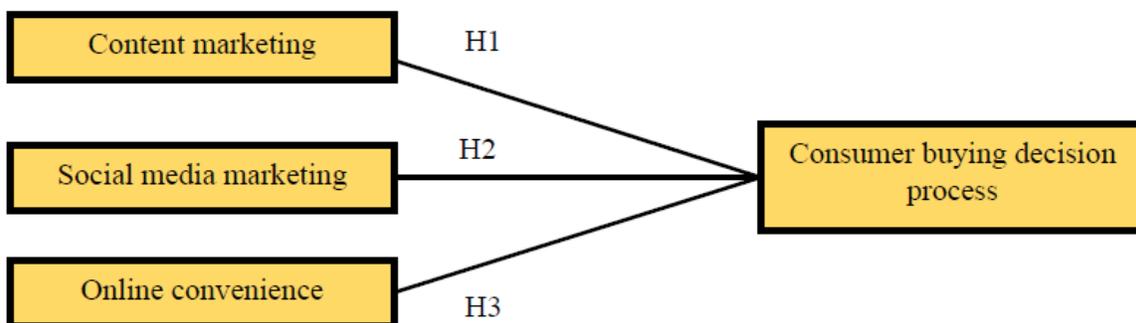

Figure 1 Theoretical Model

As claimed by Yang et al. (2019) short video content that is informative, and emotion can impact on consumer buying decision process thus indicate that content marketing has direct positive correlation with consumer buying decision. Furthermore, based on theoretical research by Junejo (2020) consumer buying decision largely involved in website content such as specification of the products and overall webpage layout design,

therefore website content demonstrate significant positive relationship on consumer buying decision process. Moreover, as stated by Xiao, Guo, Yu, & Liu (2019) news media content can impact consumer trust and content that generated by celebrities on the internet can further improve consumer's perceived value and affected on consumer online buying intention, thereby content marketing show major positive effect on consumer buying decision process. In consequence, the hypothesis has been developed.

H1: Content marketing has significant positive relationship with consumer buying decision process

As reported by Prasath, & Yoganathen (2018) social media marketing is interpret with three phases such as EWOM, social community as well as social advertising, the measurement shows that it has relatively high level of attribution with consumer buying decision process, hence clearly indicate it has positive relationship between social media marketing and consumer

buying decision process. On the other hand, conforming with Gautam & Sharma (2017) consumer buying decision is depending on the social media marketing factor including entertainment, customization, interaction, WOM, and trend, thus research found that there has positive significant correlation between social media marketing and consumer buying decision process. In addition, according to research of Nguyen et al. (2020) Vietnamese people often posting the latest information and lifestyle trend to every social media platform, marketer conducted many social media marketing strategies to penetrate to the market, hence study found that social media marketing has significant positive relationship with consumer buying decision process. Under the circumstances, the hypothesis has been conducted.

H2: Social media marketing has significant positive relationship with consumer buying decision process

On the report of Mehmood & Najmi (2017) reveal that five dimensions of online convenient including decision, access, transaction, benefit, and post benefit, will influence consumer satisfaction level in home delivery service in Pakistan and will lead to buying decision, therefore all of five convenient has indicate positive impact with consumer buying decision process. Apart from that, follow authority of Pham et al (2018) the concept of online convenience also according to the five dimension and it clearly found that has direct influence on consumer repurchase intention and perceived value. Besides, as maintained by Gawor & Hoberg (2019) research conclude that delivery convenience can lure consumer into electronic satisfaction and loyalty, while direct influencing on the perceived convenience which is the main factor why consumer shop online, hence there is positive correlation between online convenience and consumer buying decision process. As a result, the hypothesis has been carried out.

H3: Online convenience has significant positive relationship with consumer buying decision process

The research design that implements in this study is descriptive research design. By using descriptive research design, our research is mainly focus in describing the situation as it is a theory-based design method that is established by collecting, inspecting, and showing all the gathered data. Descriptive design assists our research to have a foresight with regard on how to carry out the research as well as the cause of executing the research.

The major gap between population and sampling frame is that population is common while sampling frame is more specific. The sampling frame for our research will be Malaysian with purchasing power from the age of 20. The location that we decided for our research will be Klang Valley because it is considered the most bustling city in Malaysia. Based on our research, we require 236 respondents to conduct in our questionnaire survey process. According to Lyons (2015), the sample size is depending on the reliability of the research data, and in order to obtain reliable data, it must rely on the factor margin of error for validity purposes. The margin of error can be implemented to indicate the level of reliability. In General, a sample size that falls between 200 to 300 offer an acceptable margin of error because it still stays above the point of diminishing returns. According to the needs of our research, the type of sampling technique we are going to utilize is stratified random sampling method. It is a probability sample design. Stratified random sampling is a technique of dividing large size population into small

size subgroups that are referred to as strata. There are 3 strata in our questionnaire survey, which is gender, income level, and age.

Measurement of Variables

To analyze the relationships hypothesized, an online survey was developed by the student conduct this research with his supervisor. The survey is written in the English language because it is a common language in Malaysia. This avoids misunderstanding or doubts could happen when responding to a survey written in another language. The survey was pre-tested to identify errors and problems, analyzed if the scales' items were well understood by the respondent. The pre-test did not reveal any major concern and minor adjustments were made.

The final questionnaire was composed of two sections. The first devoted to characterizing the respondent and to guarantee its eligibility. The second section was expected to evaluate the different variables proposed in the model, using validated 5- point Likert scales. The participants were asked to indicate their degree of, Strongly Agree (5), Agree (4), Neutral (3), Disagree (2) and Strongly Disagree (1) with statements regarding the constructs in the model. The items used to operationalize each construct were developed based on existing literature. The scales used were all reflective since it considers that the items reflect the construct.

Sampling and Data Analysis Methods.

The sampling frame for our research will be Malaysian with purchasing power from the age of 20, using purposive sampling methods. The study covers respondents from Klang valley, Malaysia because it is the most populated area in Malaysia.

The data obtained was then checked for missing values and outliers. Next, descriptive statistics were generated. Lastly, reliability test, and multiple linear regression were conducted.

Data Analysis and Discussions

Profile of Respondents

Out of 236 respondents, 128 (54.2 %) of the respondents are male and 108 (45.8 %) are female. 37.7 % of the respondents are 20 to 29 years old, 32.6 % are 30 to 36 years old, 14.0 % are 40 to 49 years old, 12.3 % are 50 to 59 years old, 3.4 % are 60 and above years old. Most of the respondents (n=116, 49.2%). having a salary between RM 2000 to RM 4999. Following is the group of RM5000 – RM6999 with n=60 (25.4%). Third place is the group of below RM2000 with n =32 (13.6%). Last is the group of high-income individuals with RM7000 & Above, n=28,11.9%). Respondent are divided into four different groups by the number of times purchasing products on the internet. Out of the 236 responses, there are as many as 126 (53.4%) respondent purchase more than 10 times. Following is purchase for 6 – 9 times with 53 (22.5%). There are very small number of respondent purchase for 4 – 6 times with only 28 (11.9%). Only 29 respondents purchased for 1 – 3 times (12.3%). Digital Channel used by the

respondents are divided into three groups. As a result, there are as many as 167 (70.8%) respondents who used Social Media Platform when buying products. Besides, 63 (26.7%) respondents used Website when buying products. There are only 6 (2.5%) of the respondents used E-mail when buying products.

Scale Measurement: Reliability Test

Cronbach Alpha is estimated to conduct reliability test. It examines the correlation linking with each question, to assess how closely each of the items under the same constructs are correlated.

Table 1: Items, Constructs, Descriptive Statistics and Cronbach's Alpha Reliability Analysis

Construct	Cronbach's Alpha	Statement	Mean	Standard Deviation
Content Marketing	0.609	I attracted by the content in the product description	4.26	0.74
		I noticed the content in the product description	4.54	0.73
		I like the content in the product description	4.37	0.73
		I read the content information until the end	2.98	1.39
		I think the content fits well with the product	4.09	1.02
Social Media Marketing	0.716	I recommend others about my favourite social media commerce platform	4.25	0.80
		I am proud to tell others about my purchase on my favourite social media commerce site	4.34	0.95
		I recommend others to purchase product on social media commerce site	4.12	0.98
		I spread the benefit of purchase product on social media commerce site to others	4.11	1.10
		I enjoy buying on social media commerce site because of the services quality it offers	4.37	0.83
Online Convenience	0.636	I can get information easily that lead to buying decision	4.31	0.63
		I can shop anytime I want	4.62	0.63
		It is very fast to complete my buying decision process	4.25	1.00
		I shop online because it is easy and convenience to navigate the website	4.12	1.07
		I can purchase anything I want through online	2.83	1.35
Consumer Buying Decision Process	0.675	I enjoy my buying decision process through online shopping	4.34	0.71
		I have strong desire of buying decision for internet marketing over traditional marketing	4.15	1.15
		Digital marketing affects me on my buying decision process	4.37	0.94

According to Table 1, the independent variable (IV), namely social media marketing ranked the highest alpha value with 0.716 indicating good, followed by the dependent variable

(DV) consumer buying decision process with 0.675 shows moderate. The third is an IV i.e. online convenience with alpha value 0.636 illustrate moderate, followed by another IV i.e. content marketing which is 0.609 indicate moderate. In general, all the Cronbach's alpha values are greater than 0.6, which is acceptable.

Inferential Analysis

Multi Linear Regression Analysis was implemented in this study using SPSS software, in order to appraise the hypothesis.

Multiple Linear Regression Analysis

Table 2: Analysis of Variance

	Analysis of		Variance		
Source	DF	Sum of Square	Mean Square	F-value	Pr > F
Model	3	35.693	11.898	29.843	<.001
Error	232	92.492	0.399		
Corrected Total	235	128.185			

1. Predictor: Content Marketing, Social Media Marketing, Online Convenience
2. Dependent Variable: Consumer Buying Decision Process

According to Table 2, the F-value is 29.843 with significant value of <0.001. This indicates that at least one of the independent variables is significantly related to the consumer buying decision process.

Table 3: Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.528	0.278	0.269	0.63141

According to Table 3, the adjusted R square is 0.269 which illustrate that 26.9% of the variation of the consumer buying decision process can be explained by the three independent variables. This is logical as there are other main factors affect consumer buying decision process, for example, price, quality, are not included in this equation as it is not the interest of this study.

Table 4: Coefficients

	Standardized Coefficients Beta	T	Significant
(Constant)		2.277	0.024
Content Marketing	0.192	3.219	0.001
Social Media Marketing	0.208	3.255	0.001
Online Convenience	0.307	5.007	<0.001

According to Table 4 all IV has p-value less than 0.001. This result shows that every IV is statistically significant and all the hypotheses are supported. A unit increase in content

marketing will positively increase DV by 0.192, whereas social media marketing will positively increase DV by 0.208. Lastly, a unit increase in online convenience will positively increase DV by 0.307.

The p-value for content marketing is 0.001 which indicated lesser than P-value 0.05. This can be concluding that content marketing has significant relationship with consumer buying decision process. Therefore, H1 is supported.

$H1$: Content Marketing have a significant relationship on consumer buying decision process

The significant value for social media marketing is 0.001 which indicated lesser than P-value 0.05. This can be concluding that social media marketing has significant relationship with consumer buying decision process. Therefore, H2 is supported.

$H2$: Social Media Marketing have a significant relationship on consumer buying decision process

The significant value for online convenience is <0.001 which indicated lesser than P-value 0.05. This can be concluding that online convenience has significant relationship with consumer buying decision process. Therefore, H3 is supported.

$H3$: online Convenience have a significant relationship on consumer buying decision process

Discussions of Major Findings

Content marketing has p-value less than 0.05 hence result clearly indicate that content marketing does affect consumer buying decision process as content that deliver emotional and information can impact the most (Yang et al, 2019). This is consistent with Junejo (2020) that website content influence consumer purchasing pattern. Content that produced by media such as celebrities does affect consumer buying decision (Xiao et al, 2019). Thus, it is confirming that in the context of Malaysia, content marketing is positively influencing consumer buying decision process.

Social media marketing has p-value of <0.05 which indicate significant relationship. SSM contribute high news sources to consumer buying decision process (Prasath & Yoganathen, 2018). The factor of SSM such as interaction and EWOM does affect how consumer purchase behavior (Gautam & Sharma, 2017). Furthermore, Nguyen, Nguyen, & Duong (2020) proved that Vietnamese used social media in their daily life for interaction hence it can penetrate and affect consumer buying decision process.

According Mehmood & Najmi (2017), online convenience has five dimensions that can affect consumer buying decision. Besides, the five-dimension including decision, access, transaction, benefit, and post benefit is reassuring that it linked how consumers purchase (Pham et al, 2018). Furthermore, online convenience like delivery services will improve consumer loyalty which directly influence consumer buying decision (Gawor & Hoberg, 2019). Thus, online convenience is proven positively influencing consumer buying decision process in the Malaysia' context.

Conclusion

The research factor of content marketing (H1), social media marketing(H2), and online convenience(H3) have positive relation with consumer buying decision process. The current study has few limitations. Firstly, due to the COVID-19 pandemic outbreak, researcher must face the challenge that respondent can only be reached through online survey. Social distancing and movement control order (MCO) mean that researcher can only process survey online and not able to conduct questionnaires survey physically. This mean that the number of responses collected are greatly affected.

Secondly, this research conducted as quantitative and not qualitative. This mean the information collected are less informative as compare to conducting both quantitative and qualitative study at the same time because quantitative only tells what answers the respondents selected in the questionnaire without explaining the reason of choosing it. Hence, quantitative research is only able to generate statistical information from the data.

For future studies the researcher urged not to only conduct quantitative research, but also qualitative research. Qualitative offer research a more comprehensive information from the respondent through direct interview. By qualitative method, researchers are able to request clarification from the respondent when there is more information needed during the interview. Therefore, researcher will able to obtain more in-depth information. Due to the pandemic outbreak, reaching respondents is a challenge for researcher as there are limited opportunity to reach the right respondents. It is strongly suggested to expand sampling size for future research without the constrain of COVID-19, because the number of target population that involve in digital marketing is very huge. By expanding the sampling size, it allowed researcher to conduct a detailed and able to elaborate the statistic more accurate.

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