

# The Perception and Brand Attitude of Paid Versus Organic Social Media Advertising: Case Study of The Mamee Company

Nurul Zarirah Nizam, Nurhayati Kamarudin and Mohammed Hariri Bakri

Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v14-i5/21413>

DOI:10.6007/IJARBSS/v14-i5/21413

**Published Date:** 14 May 2024

## Abstract

In the context of one of the marketing mix elements (promotion), social media advertising is vital for enhancing consumer awareness and perception of a company's products and services. In employing the Theory of Advertising Value framework, this research aims to establish a model to comprehend the effectiveness of paid versus organic social media advertising based on the perception and brand attitude of Generation Z. The location study will be conducted in Melaka because there are more urban areas such as that have higher social media usage due to greater access to internet connectivity, digital devices, and younger demographic that tends to be more engaged with social media platforms. Overall, 175 social media users among Gen Z in Melaka state were chosen using convenience sampling. Generation Z was chosen because they grow in a technological world and are interconnected with social media platforms. This quantified research accumulated survey questionnaire data to evaluate the hypotheses and the relationship between independent and dependent variables. This study revealed that all four advertising values enormously affect Generation Z's perception and brand attitudes: informativeness, entertainment, irritation, and credibility. The researcher leveraged SPSS version 29.0 to perform an explanatory analysis, Pearson correlation analysis, multiple regression analysis, and validity and reliability analysis on the information collected intended for the present research. In practical contribution, the expected outcome contributes to the expanded collection of information regarding the factors that inspire food and beverage (F&B) companies to choose suitable mediums for product promotion, whether paid or organic social media advertising and thus alter their strategy for social media advertising.

**Keywords:** Paid Social Media Advertising, Perception and Brand Attitude.

## **Introduction**

The food and beverage (F&B) industry in Malaysia is a significant revenue source, with an expected 8% increase in 2023. The sector generated RM206.77 billion in sales in 2022, with an 8.2% compound annual growth rate (CAGR) from 2022 to 2027 (Statista, 2023). Confectionery and snacks are the most important category, with a market volume of US\$9.2 billion in 2022. This research's most widely recognized food and beverage (F&B) industry is the Mamee firm, whose case study examined. The Mamee enterprise is a Malaysian-owned brand that emerged in the noodle snacks marketplace in 1975 and eventually diversified to incorporate the instant noodle category (Matrade, 2023). According to Matrade 2023, the Mamee company is the most renowned Malaysian trademark for instant noodles and snacks.

The rapid advancement of information and communication technologies (ICT) and internet technology has led to the widespread use of social media platforms (Manel Hamouda, 2018). According to Statista (2023), the digital advertising industry is divided into eight areas, with social media advertising being the third largest market. This data demonstrates the value of social media advertising for digital marketing to advertise products and services. Advertising on platforms has become a vital earning medium for e-commerce due to the potential for increased demand and market growth. Vendors can choose which platform to register on and engage in organic or paid advertising. Organizations worldwide are considering how social media platforms can help attract consumers and develop successful marketing partnerships (Alalwan, 2018). Paid search is a strategy in which marketers pay to serve advertising, whereas organic search does not require payment. That is the major difference between organic and sponsored search in terms of price model and how it will influence you, the advertiser, or you, your client, and your budget, among other things. There are several significant variations between paid social ads and organic social media posts that you should be aware of. Organic social postings are shared with your current followers and will be seen by a part of them. As your audience interacts with your material, your articles will be seen by more people.

According to Belch and Belch (2020), Paid media refers to channels that a marketer invests in advantaging, including conventional media such as outdoor, direct mail, television, radio, and prints, as well as various digital advertising formats. Organic or owned media may include websites, blogs, mobile applications, and social media channels like Facebook, YouTube, TikTok, Instagram, and Twitter. sponsored media can help you create leads, improve website traffic, convert e-commerce transactions, and expand your email list. Paid social media focuses on brand exposure, engagement, and building long-term relationships with your target audience. This research will explore paid versus organic social media advertising in Mamee to help the company understand which social media advertising needs to focus more on based on Gen Z consumers' perceptions and brand attitudes.

## **Scope of Study**

The study delves into Mamee's perception and brand attitude toward paid versus organic social media advertising. It enables researchers to concentrate on the degrees of brand attitude and perception regarding informativeness, entertainment, irritation, and credibility among consumers based on data from groups with comparable characteristics (active social media users among Gen Z). This study uses email questionnaires and surveys (Google Forms) to determine consumers' impressions of paid versus organic social media advertising to arrive at a more accurate result that can be justified and analyzed. After being influenced by paid or

organic social media advertising, the target respondents have seen at least one paid or organic advertisement from Mamee firm marketing three months before.

### **Significant of the Study**

This study examines the perception and brand attitude of paid versus organic social media advertising at Mamee, a firm that manufactures items, to develop a model for understanding the success of paid versus organic social media marketing. The findings aid in gaining insights into the brand attitude and attitude towards paid value considerations that must be chosen when customers attempt to adopt the research's most well-recognized food and beverage (F&B) industry, the Mamee firm. By determining consumers' value considerations with the value perceived and risk perceived that have to be well-thought beforehand when developing the future market for the brand attitude, this research is beneficial not only for both the researcher and the marketing industry.

In essence, the purpose of this study is to investigate the effects of paid social media advertising on perception and brand attitude. Furthermore, it is intended to identify the most important brand concerns that influence the paid social media advertising sector. The objectives of this study are to uncover consumer value considerations of brand attitude and how value perceptions and risk perceptions influence social media advertising products in the marketing business. This study is being undertaken with limitations. First, respondents' awareness of paid social media advertising goods may be limited, preventing them from providing adequate and formal responses to the study questions on the Google form. In addition, responders are expected to be honest and educated while answering the prepared questions.

To collect accurate data and information, 175 respondents were randomly selected in Malacca to complete the questionnaire for this study. This research contributes to a better knowledge of the sponsored social media considerations for Mamee goods in the industry. Finally, this chapter provides a review of the study. The problem statement and research objectives imply that this research focuses on consumer value considerations, as well as the impact of brand attitude and perception on paid social media advertising products. The case study is created and done with Malaysian individuals living in Malacca to solve the problem statement and achieve the research objectives.

### **Problem Statement**

There are a few gaps that clarify and need to be filled based on previous studies by this research. Firstly, there is no comprehensive inquiry into paid versus organic social media advertising conducted, even as previous research encourages that when evaluating how consumers perceive social media advertisements, it is preferable to consider the sort of social media (Nasir et al., 2021). Second, little consideration has been devoted to Gen Z for specific consumer populations as previous research suggests Gen Z or millennials should be considered due to being generations growing up and living in a technologically advanced and interconnected world (Nasir et al., 2021).

Third, little consideration is devoted to products and services that involve lowly involved consumers. The reason is that previous studies only included the products and services that were at least moderate and still permitted variance in engagement scores for the different products and services (Keyzer et al., 2022). Furthermore, there is less evidence for the food

and beverage sectors because past research has focused more on a subset of enterprises in the casual dining restaurant industry (Spotts et al., 2022). In addition, the chart below contrasting organic to paid social media usage by B2C marketers globally in November 2021 indicates that marketers tend to utilize organic social media to stimulate and advertise their products and services over paid social media advertising. Thus, the researcher can prove whether consumers prefer marketers to embrace and perceive their social media advertising through organic rather than paid channels.

### **Research Question**

1. What are the factors contributing to Mamee's paid social media advertising versus its organic social media advertising to increase the brand attitudes of Gen Z consumers?
2. What is the relationship between the brand attitudes of Gen Z towards Mamee's paid versus organic social media advertising regarding informativeness, entertainment, irritation, and credibility?

### **Research Objective**

1. To identify the factors contributing to Mamee's paid social media advertising versus its organic social media advertising to increase the brand attitudes of Gen Z consumers.
2. To examine the relationship between the brand attitudes of Gen Z towards Mamee's paid versus organic social media advertising regarding informativeness, entertainment, irritation, and credibility.

### **Literature Review**

#### **Informativeness**

According to Lutjens et al (2022) refers to Shaheen et al (2017), informativeness is described as the quantity of essential and pertinent information that the message delivers in the context of advertising. Furthermore, according to Ayesha (2020) the perceived importance of consumption-related information is the information's accuracy, currency and quality. According to Lutjens et al (2022), customers assess the informativeness of the media, which refers to the feature that paid or organic media educates the consumer about the product and gives the consumer the necessary details to judge the product (Sriram et al., 2021), referred to (Van-Tien Dao, 2014), stated that social media advertising could deliver desired product-related information and capture customers' attention. According to Halil Efendioglu and Durmaz (2022), consumer perception of ads research has revealed that informed advertising has a beneficial impact on advertising value such as these previous studies (Meydanoğlu, 2016; Erkan et al., 2019; Martins et al., 2018; Murillo et al., 2018).

#### **Entertainment**

Entertainment is outlined as the capacity of paid and organic media to produce enjoyment or thrill based on Mattke et al (2019) refer to (Ducoffe, 1996). Advertising will inevitably meet consumers' emotional demands by providing happiness, psychological relief, distraction, and pleasure (Manel Homouda, 2018). In this line, Homouda (2018) cites Muntinga et al (2011), who believe that one of the key reasons consumers utilize social media sites is to find fun, calmness, and spend time. Furthermore, users envision social media advertising content to offer them entertainment values that are significantly affected by the implementation formats of the advertisement, such as interaction, contact appeals, and direct virtual knowledge, all of which are trendy on social media sites, according to Manel Homouda, 2018

citing Zhang and Mao, 2016. Various studies, like Ayesha LB. (2020) have found a favourable association between perceived entertainment and social media advertising.

### **Irritation**

Irritation with paid and organic social media advertising as perceived by customers will result in unhappiness and temporary frustration. Since advertising communications are considered invasive, even low-threshold kinds of promotional materials will cause aggravation and discomfort, according to (Abbasi et al., 2021). Unpleasant or deceptive advertising practices encourage consumers to perceive advertising as unwelcome and undesirable (Ducoffe, 1996). Consumers regard these intrusions as unwelcome, undesirable, and a danger to individual freedom or contextual management; as a result, they respond negatively to the touchpoint (Huang, 2019; Li et al., 2021). Irritation can be triggered by several variables, such as an atypical structure (e.g., unorganized website content), an annoying layout (e.g., animation), or fundamental failures of touchpoints (e.g., broken links) (Todri et al., 2020). Previous research, such as Maharmavidya Outu Arya (2020), had significant adverse effects on respondents' perceived advertising value.

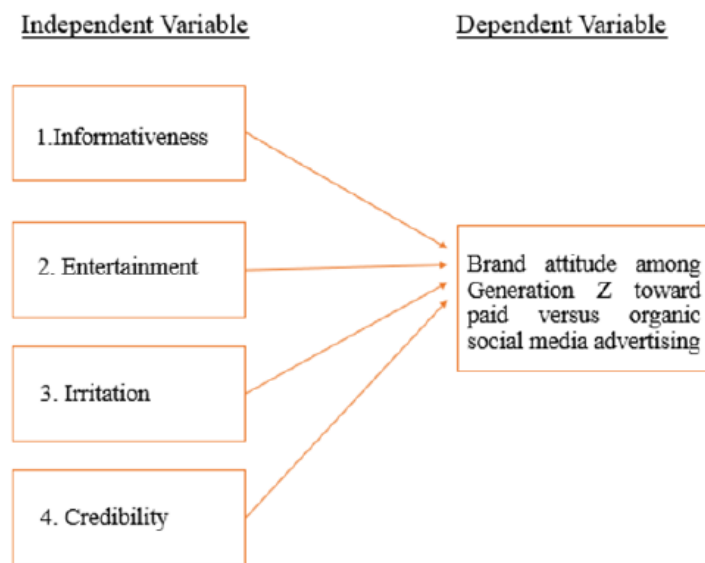
### **Credibility**

The credibility of paid and organic media plays a vital role in articulating Gen Z's media assessments and affecting their perceptions and brand attitudes. According to Mattke et al (2019) refer to Ducoffe (1996), credibility relates to a consumer's opinion that paid and owned media is reliable and honest. Manel Hamouda (2018) stated that when customers consider advertising reliable and trustworthy, they consider it more deserving and valuable. Furthermore, according to Weismueller et al (2020), advertising credibility concisely impacts customers' attitudes and behaviors. The findings of Maharmacidya Arya et al (2020) demonstrated that credibility had the most significant beneficial effect on user evaluations of advertising value, which was following prior studies on desktop-sponsored outcomes, where credibility had a significant effect on advertising value (Lin and Hung, 2009).

### **Brand Attitude**

Brand attitude is a learned tendency to react persistently positively or negatively to a brand. It is defined as a detailed assessment of brand preference and comprises consistent, positive, or negative overall judgments and effective behavior about a brand (Bulut Dulek and Reha Saydan, 2019). A strong brand attitude is essential for a company since it boosts visibility, reputation, and revenue (Mattke et al., 2019). According to Wayan (2020), the perception of a brand is considered an ultimate consumer appraisal of the brand and serves as the foundation for customers' decisions and behavior. She also added that a promising approach toward consumers would encourage them to buy the brand, but a negative mindset would discourage them.

### Conceptual Framework



### Research Method

Research methodology is a systematic approach to dealing with research problems and understanding how research is performed scientifically. Researchers should assess if qualitative, quantitative, or mixed methodologies are appropriate, and choose the most reliable and efficient analytic approach to interpret the data obtained and deliver scientific results. In this study, the quantitative research method was chosen due to its ability to measure the connection between two variables (the advertising value of paid versus organic social media advertising and Gen Z's perception and brand attitude) or verify a set of assumptions. Explanatory research is a method that investigates the connection between variables by asking 'why' and 'how' questions. It helps to identify causal linkages between variables and identify independent and dependent variables.

The primary goal of the research is to understand Gen Z's perceptions and brand attitudes regarding paid versus organic media in advertising, which each advertising value can affect. To achieve this, the researcher employs statistical, mono-quantitative approaches and an explanatory study design to determine the "why" of a given occurrence, such as paid versus organic media in advertising. Quantitative data collection methods, such as literature reviews and survey questionnaires, are employed to fill gaps in existing analyses, offer more significance to previous research as an empirical basis for the researcher's hypothesis, and provide information on the underlying reasons for the phenomenon.

The researcher adopted survey research as the most appropriate method for this study. A survey is one type of quantitative research that employs a sample questionnaire to acquire information or data from the target respondents under research, which is then analyzed and processed to understand their perceptions and attitudes better. To gather quantitative data from respondents, the researcher dispersed online questionnaire forms that included closed-ended questions or rating systems to explore their perception and brand attitude towards paid versus organic social media advertising among Gen Z consumers using the advertising value theory. The survey administered to these respondents who share comparable features (active in social media) is essential for collecting reliable data and analyzing direct findings.

### **Sampling Size**

This research aims to collect that a range of 85 to 384 respondents from the target population of 355,400 people in Malacca to ensure accurate data collection according to the Krejcie and Morgan Table and G\*Power calculation. The sample was chosen based on the age range of Generation Z, which ranges from 11 to 26 years old. The Google Form survey questionnaires were distributed to Gen Z in Melaka.

The researcher used the 95% confidence level from Krejcie and Morgan's Table for this study, as it allows for more precise results. Saunder et al (2019) also show that most business and management studies require a 95% accurate computation of the target population's attributes, which is between 3 to 5 percent of the population's acceptable standards. The sample size under compromises is determined by the level of precision required for predictions and the tolerance for error. A low margin of error leads to more accurate results, as supported by (Saunder et al., 2019). As a result, the researcher obtained the sample size from Krejcie and Morgan's Table with confidence level of 95% and margin of error which is 5% is the 384 respondents.

Moreover, Kang (2021) suggests that studying the entire population of interest can provide more precise results, but this is inefficient and impossible. He suggests using various methods to select samples that represent the entire population before evaluating data. His research demonstrated that the application G\*Power enables the computation of sample size that is easy to master and accessible. Thus, the researcher further employs the application G\*Power to compute sample sizes, and the total required sample size is 85 respondents. Therefore, a range of sample sizes of 85 to 384 respondents would be suitable for the current research.

### **Findings and Discussion**

Descriptive analysis is a method used to interpret and analyze large amounts of quantitative data from survey questionnaires. It helps identify patterns, connections, and trends, and is more objective and neutral than other quantitative methods. It helps validate hypotheses and generate opinions by calculating mean and standard deviation. Descriptive analysis provides a comprehensive perspective in tables, graphs, or charts. The researcher utilizes frequency distribution to ascertain the frequency of respondent profiles, representing respondents' frequency attributes. For this study, 179 respondents received the questionnaire in total. Nevertheless, only 175 have been approved and accepted in this research.

The first section which is Section A are consist of gender, age, education, income, race, employment, social media site usage and do you like to read advertisements posted on social media by percentage and frequency. The concept of advertising value (informativeness, entertainment, irritation, and credibility) was the subject of Section B, which examined factors that contributed to paid media in advertising that influenced perception and brand attitude. The organic media in advertising that affects brand attitude and perception according to the theory of advertising value (informativeness, entertainment, irritation, and credibility) was the subject of Section C. Section D in the last topic dealt with brand attitudes and perceptions of organic versus paid media in advertising.

Table 1: Summary of Total Demographic Information

Demographic	Frequency with Highest Value	Frequency	Percentage (%)
Gender	Female	98	56.0
Age	23-26	67	38.3
Education	Bachelor's Degree	105	60.0
Income	Below RM1000	91	52.0
Race	Chinese	94	53.7
Employment	Student	141	84.6
Usage of social media sites	7-9 hours	67	38.3
Do you like to read advertisements posted on social media?	Yes	121	69.1

Table 2 shows the result of the correlation between independent variables which is informativeness, entertainment, irritation, and credibility of paid social media advertising towards dependent variables brand attitude among Generation Z. Only three independent variables direction of the relationship is positive (i.e., information, entertainment, credibility, and brand attitude among Generation Z towards paid social media advertising are positively correlate). Only one independent variable's direction of the relationship is negative: irritation.



Table 2: Pearson Correlation Analysis for Paid social media advertising.

Factors	Informativeness	Entertainment	Irritation	Credibility	Brand Attitude
<b>Informativeness</b> r	1				
<b>Entertainment</b> r Sig. (2-tailed) N	0.889** <.001 175	1			
<b>Irritation</b> r Sig. (2-tailed) N	-0.802** <.001 175	-0.775** <.001 175	1		
<b>Credibility</b> r Sig. (2-tailed) N	0.922** <.001 175	0.895** <.001 175	-0.812** <.001 175	1	
<b>Brand Attitude</b> r Sig. (2-tailed) N	0.899** <.001 175	0.895** <.001 175	-0.803** <.001 175	0.919** <.001 175	1

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

Table 3  
Model Summary for Paid Social Media Advertising

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	R Square Changes	Change Statistics			
						F Changes	df1	df2	Sig. F Change
1	0.938 <sup>a</sup>	0.880	0.878	0.48381	0.880	312.636	4	170	<.001

a. Predictors: (Constant), Mean\_Paid\_Credibility, Mean\_Paid\_Irritation, Mean\_Paid\_Entertainment, Mean\_Paid\_Informativeness

The table 3 shows the model summary result of Multiple Regression Analysis for paid social media advertising. Based on the table, the r-value is 0.938, meaning there was a relationship between dependent and independent variables. Next, the r square value is 0.880, which means that the four independent variables account for 0.880 (88.0%) of variation in the dependent variable. It also can be explained that 88.0% variation in brand attitude towards paid social media advertising among Generation Z can be influenced by information, entertainment, irritation, and credibility.

Table 4

*Coefficients for Paid Social Media Advertising.*

Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		
						Lower Bound	Upper Bound	
1	(Constant)	.740	.288		2.569	.011	.171	1.308
	Informativeness	.191	.073	.197	2.623	.009	.047	.334
	Entertainment	.266	.062	.278	4.309	<.001	.144	.387
	Irritation	-.095	.046	-.096	-2.048	.042	-.186	-.003
	Credibility	.405	.077	.411	5.250	<.001	.253	.557

a. Dependent Variable: Mean\_Paid\_Brand\_Attitudes

Table 4 shows the coefficients of regression analysis. According to the result, credibility has the highest beta, which is 0.405. The second is entertainment, which is 0.266. Then, it is followed by informativeness, which is 0.191, and the last following is irritation, which is -0.095. The constant is 0.740. If a p-value is less than 0.05, it means that it is significant statistically. In contrast, a p-value higher than 0.05 shows that the null hypothesis is true; thus, it is not statistically significant. In summary, all independent variables had a significant value that was lower than 0.05. Based on the table above, entertainment and credibility have a 0.001 significant value, while informativeness and irritation have a significant value, which is 0.009 and 0.042, respectively. However, they are still lower than 0.05. It means all the independent variables (information, entertainment, irritation, and credibility) were related to brand attitude among Generation Z towards paid social media advertising.

Additionally, the relationship between independent variables and dependent variables can be evidenced by the result of the t-value. The higher the magnitude of the T value, the higher the evidence rejected the null hypothesis because it proves it is a significant distinction. In addition, the t-value further from 0, the more significant the difference is more likely. If the t-value is higher than 1.96, there is a relationship to the dependent variable. Table 4.9 shows that information, entertainment, and credibility have t-values that are higher than 1.96, which are 2.623, 4.309, and 5.250, respectively. Besides that, the table also shows that irritation has a t-value that is lower than -1.96, which is -2.048. Since the four independent variables are higher than 1.96 or lower than -1.96, therefore, the null hypothesis will be rejected.

Table 5

*Coefficients for Organic Social Media Advertising.*

Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		
						Lower Bound	Upper Bound	
1	(Constant)	.478	.232		2.061	.041	.020	.936
	Informativeness	.517	.064	.523	8.112	<.001	.392	.643
	Entertainment	.264	.068	.254	3.853	<.001	.129	.399
	Irritation	-.074	.037	-.076	-1.997	.047	-.148	-.001
	Credibility	.148	.071	.139	2.077	.039	.007	.288

a. Dependent Variable: Mean\_Organic\_Brand\_Attitudes

Table 5 demonstrates the coefficients of regression analysis. According to the result, informativeness has the highest beta, which is 0.517. The second is entertainment, which is 0.264. This sequence is followed by credibility, which is 0.148, and the last following is irritation, which is -0.074. The constant is 0.478. If a p-value is less than 0.05, it means that it is significant statistically. In contrast, a p-value higher than 0.05 shows that the null hypothesis is true; thus, it is not statistically significant. In summary, all independent variables had a significant value that was lower than 0.05. Based on the table above, information and entertainment have a 0.001 significant value, while irritation and credibility have a significant value that which is 0.047 and 0.039. However, they are still lower than 0.05. It means all the independent variables (information, entertainment, irritation, and credibility) were related to a brand attitude among Generation Z towards organic social media advertising.

Moreover, the relationship between independent variables and dependent variables can be justified by the result of the t-value. The higher the magnitude of the T value, the higher the evidence rejected the null hypothesis because it proves it is a significant distinction. In addition, The t-value further from 0, the more significant the difference is more likely. If the t-value is higher than 1.96, there is a connection to the dependent variable. The table shows that information, entertainment, irritation, and credibility have t-values higher than 1.96, which are 8.112, 3.853, and 2.077, respectively. Besides that, the table also shows irritation has a t-value lower than -1.96, which is -2.048. Therefore, the null hypothesis will be rejected since the four independent variables are higher than 1.96 or lower than -1.96.

### Hypothesis Testing

Below Table 6 basically summarized all the hypothesis are accepted. Two conditions need to be fulfilled for accepting the hypothesis alternative. Firstly, the p-value of independent variables of paid or organic media social media advertising is lower than 0.05. Secondly, the t-value of independent variables of paid or organic media social media advertising must be higher than 1.96. Therefore, hypotheses alternative for 1, 2, 3 and 4 fulfilled the conditions and were accepted, which means all null hypotheses will be rejected.

Table 6

*Summary of Hypothesis Testing*

Hypotheses	Result	Interpretation
Hypothesis 1: The informativeness of the advertisement has a significant positive impact on Gen Z perception and brand attitudes, whether paid or organic media social media advertising.	<ul style="list-style-type: none"> <li>t-value: Paid: 2.623 Organic: 8.112</li> <li>p &lt; 0.05</li> </ul>	Accepted
Hypothesis 2: The entertainment of the advertisement has a significant positive impact on Gen Z perception and brand attitudes, whether paid or organic media social media advertising.	<ul style="list-style-type: none"> <li>t-value: Paid: 4.309 Organic: 3.853</li> <li>p &lt; 0.05</li> </ul>	Accepted
Hypothesis 3: The irritation of the advertisement has a significant negative impact on Gen Z perception and brand attitudes, whether paid or organic media social media advertising.	<ul style="list-style-type: none"> <li>t-value: Paid: -2.048 Organic: -1.997</li> <li>p &lt; 0.05</li> </ul>	Accepted
Hypothesis 4: The credibility of the advertisement has a significant positive impact on Gen Z perception and brand attitudes, whether paid or organic media social media advertising.	<ul style="list-style-type: none"> <li>t-value: Paid: 5.250 Organic: 2.077</li> <li>p &lt; 0.05</li> </ul>	Accepted

**Conclusion**

In conclusion, the study's first main research question and objective is related to identify the factors contributing to Mamee's paid social media advertising versus its organic social media advertising to increase the brand attitudes of Gen Z consumers. This first research question is answered by using descriptive analysis, in which the mean was calculated to show that the independent variables of informativeness, entertainment, irritation, and credibility will be the factors towards Mamee's paid or organic social media advertising to increase or decrease the brand attitudes of Gen Z consumers. The 5-Likert scale will demonstrate that if the mean of the independent variables is close to 4 or 5, Gen Z accepted the factor that can increase brand attitude. In contrast, the mean of the independent variables is not close to 4 or 5, which means that the Gen Z accepted the factor that can decrease the brand attitude. Therefore, the result proved that informativeness, entertainment, and credibility would be the factors to increase the brand attitude of Gen Z consumers, whether paid or organic social media advertising. Besides that, the result also proved that irritation would not be the factor in increasing the brand attitude of Gen Z but decreasing their brand attitude.

The second main research question and objective is to examine the relationship between Gen Z brand attitudes towards Mamee's paid versus organic social media advertising regarding

informativeness, entertainment, irritation, and credibility. This second research question generated four hypotheses and was answered by the Pearson Correlation and Regression analysis, which both analytic tools utilized to prove that the independent variables of informativeness, entertainment, irritation, and credibility have a significant positive or negative relationship with brand attitudes of Gen Z, whether Mamee's paid or organic social media advertising. The results showed that informativeness, entertainment, and credibility had a significant statistically positive relationship to the brand attitudes of Gen Z, whether Mamee's paid or organic social media advertising. It can bring the meaning that if Mamee's paid or organic social media advertising includes the informativeness, entertainment, and credibility criteria, the brand attitudes of Gen Z will be increased. Besides that, the results also demonstrated that irritation had a significant statistically negative relationship with the brand attitudes of Gen Z, which means that the paid or organic social media advertising of Mamee included an irritation element, and the brand attitudes of Gen Z decreased. As a result, the four alternative hypotheses (H1) are answered, and all are accepted, which means that the null hypothesis (H0) was rejected.

This study used non-probability sampling, which is convenience sampling, to collect 175 responses through data questionnaires from a distribution of a total of 179 Generation Z in Melaka. The 175-sample size accepted due to the amount of the 175 is in the range of 85 to 384, which is proved by Krejcie and Morgan's table and the calculation of G\*Power. Additionally, the data collected was analyzed using SPSS Statistics version 29, including descriptive analysis, Pearson correlation, and regression analysis to answer the research question and achieve the objectives. These statistical techniques revealed that all independent factors are significantly related to the dependent variable.

Furthermore, this chapter discussed the study's theoretical and industrial or managerial implications to explain how the researcher contributed to social media advertising and how it was applied in the marketplace. The theoretical part of this study clarified the factors determining Gen Z's brand attitudes by extending the advertising value framework theory, which involves paid versus organic social media advertising, Mamee company and consumers. Moreover, the managerial or industrial part in this research made an awareness of the essential of paid or organic social media advertising. Mamee company should use social media advertising as one of their marketing strategies by utilizing high technology to gain more market share in the F&B industries. Finally, the researcher believed the current study could provide an insightful opinion and statement in determining Gen Z's brand attitude, whether in paid or organic social media advertising in the case of Mamee company.

### **Acknowledgment**

The study is funded by the Ministry of Higher Education (MOHE) of Malaysia through the publication incentive and the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Malaysia. The authors also would like thanks to Centre of Technopreneurship Development (C-TeD) for the support.

**References**

- Asia's Most Unique and Exciting Snack Company (1971). Mamee. <https://mamee.com/about-us/>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 42(42), 65–77. <https://doi.org/10.1016/j.ijinfomgt.2018.06.001>
- Arora, T., & Agarwal, B. (2019). Empirical Study on Perceived Value and Attitude of Millennials Towards Social Media Advertising: A Structural Equation Modelling Approach. *Vision: Journal of Business Perspective*, 23(1), 56–69. <https://doi.org/10.1177/0972262918821248>
- Bandil, D., Agrawal, V., and Mohanty, R. P. (2023), "Assessing the kid's behaviour with factors of social media advertising: DEMATEL application", *Journal of Advances in Management Research*, Vol. 20 No. 3, pp. 353-384. <https://doi.org/10.1108/JAMR-07-2022-0130>
- Belch, G. E., & Belch, M. A. (2021). Advertising and promotion: an integrated marketing communications perspective (11th ed.). McGraw-Hill Education.
- Bevan-Dye, A. L. (2020), "Antecedents of Generation Y consumers' usage frequency of online consumer reviews", *Spanish Journal of Marketing - ESIC*, Vol. 24 No. 2, pp. 193-212. <https://doi.org/10.1108/SJME-12-2019-0102>
- Born and Tesfaye. (2018). Chapter Five Research Design and Methodology 5.1. Introduction Citation: Lelissa TB.
- Saxena, C. (2021). Effectiveness Of Advertisement: Traditional Vs. New Media. *Journal of Contemporary Issues in Business and Government* Vol. 27, No. 1. [https://www.cibgp.com/article\\_8504\\_8f8747d6549dad26be88e388aaf1e358](https://www.cibgp.com/article_8504_8f8747d6549dad26be88e388aaf1e358)
- De Keyzer, F., Dens, N., & De Pelsmacker, P. (2022). Let's get personal: Which elements elicit perceived personalization in social media advertising? *Electronic Commerce Research and Applications*, Vol. 55, 101183. <https://doi.org/10.1016/j.elerap.2022.101183>
- Efendioğlu, I. H., & Durmaz, Y. (2022). The Impact of Perceptions of Social Media Advertisements on Advertising Value, Brand Awareness, and Brand Associations: Research on Generation Y Instagram Users. *Transnational Marketing Journal*, 10(2), 251–275. <https://doi.org/10.33182/tmj.v10i2.1606>
- Emma Lo Russo. (2021). How to use paid social media and search to boost your sales? <https://digivizer.com/wp-content/uploads/2021/10/Paid-Social-and-Search-Marketing-Strategy-Guide.pdf>
- Hao, C., & Yang, L. (2022). Platform Advertising and Targeted Promotion: Paid or Free? *Electronic Commerce Research and Applications*, 101178. <https://doi.org/10.1016/j.elerap.2022.101178>
- Kang, H. (2021). Sample size determination and power analysis using the G\*Power software. *Journal of Educational Evaluation for Health Professions*, 18(17), 17. <https://doi.org/10.3352/jeehp.2021.18.17>
- Lok Raj Sharma. (2023). "Choosing Appropriate Probability Sampling Designs in Research." *PriMera Scientific Medicine and Public Health* Vol.2. Issue. 2. <https://primerascientific.com/journals/psmph/PSMPH-02-036>
- Moh, J. (2023). Mixed reviews on the F&B industry's outlook- The Malaysian Reserve. <https://themalaysianreserve.com/2023/01/05/mixed-reviews-on-the-fb-industrys-outlook>.
- Morgan, B. (2024). Stats All Marketers Must Know About Gen-Z. *Forbes*. <https://www.forbes.com/sites/blakemorgan/2020/02/28/50-stats-all-marketers->

- must-know-about-gen-z/?sh=25185d9176d0
- Oflaz, M. (2022). Marketing in the Food and Beverage Industry. Book: Interpretive Research Humanities and Social Sciences (pp.277-291). Marketing in Food and Beverage Industry (researchgate.net).
- Sanesh, P. V., Ahuja, V., & Abidi, N. (2022). Measuring attitude towards advertisements: A comprehensive model in the new. *International Journal of Health Sciences*, 6(S4), 2211–2226. <https://doi.org/10.53730/ijhs.v6nS4.6714>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th ed.). Pearson.
- Spotts, H. E., Weinberger, M. G., Assaf, A. G., & Weinberger, M. F. (2022). The role of paid media earned media, and sales promotions in driving marcom sales performance in consumer services. *Journal of Business Research* Vol. 152, pages (387-397). <https://doi.org/10.1016/j.jbusres.2022.07.047>
- Suarsa, S., Hurriyati, R., Gaffar, V., Hestisugesti, M., & Munawar. (2020). The Role of Advertising Value In Influencing Consumer Attitudes Towards Instagram Advertising In Indonesia <https://dlsuper.com/wp-content/uploads/2020/12/4.pdf>.
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal (AMJ)*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>