The Influence of Perception towards Social Media Factors on UPM Students' Purchase Behaviour

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Abstract
The main purpose of this research was to examine the relationship between the perception towards social media factors (advertising, reviews, and influencer recommendations) and to determine the most dominant factor influencing consumer purchase behaviour. Using a simple random sampling method, 312 students from Universiti Putra Malaysia participated in this research. The data were collected from the survey done through email. The nominal scale was used in the questionnaire to gather data on respondents' backgrounds; while the Likert scale was used for the items in consumer purchase behaviour, the perception towards social media advertising, reviews, and influencer recommendations. The result from Pearson correlation analysis shows that there were significant relationships between the perception towards social media advertising (r=0.629; p=0.000), reviews (r=0.543; p=0.000), and influencer recommendations (r=0.487; p=0.000) and students' purchase behavior. In addition, multiple regression analysis showed that the perception towards social media advertising and reviews were the contributing predictors influencing the students' purchases with the perception towards social media advertising as the most dominant factor (β=0.463; p=0.000). The findings imply that businesses should use social media especially social media advertising in promoting their businesses, whereas consumers should carefully consider advertising, reviews, and influencer recommendations from social media before purchasing.
Keywords: Advertising Influence, Purchase Behaviour, Recommendations Influences, Reviews Influences, Social Media Influence

Introduction
Due to the internet's popularity, social media has brought advantages in all aspects, to businesses and to consumers. Social media has become an important marketing tool in promoting products and services it provides marketers with a new chance to interact with customers via online social engagement (Singh, 2020). Also, the way people shop has changed as they now can buy online via social media platforms rather than buy from physical shops at

shopping malls. This makes many companies or businesses choose to join social media to improve their sales and performance. Social media is able to raise the exposure of products and services, promote companies, hold on to current customers, and also attract new customers in business aspects (Varghese & Agrawal, 2021). Thus, social media is essential for marketers to promote and engage in a relationship with their customers.

At the same time, social media brings advantages to the customers where they can choose from a variety of choices and compare the prices of the products or services from different online stores. It is different from the physical stores as it may have limited choices and the customers may find it difficult to compare the prices of the products or services. The customers are also able to give feedback faster to the relevant company by using social media so that the company can get and respond to the customer's response quickly. According to Jahwari et al (2020), this offers a lot of benefits to buyers, including enhanced efficiency and simplicity of use, more complete product information, and a wider range of items, prices, and customization options. Hence, social media becomes another choice for consumers to search for and purchase what they desire.

Chopra et al (2020), claimed that when users referred to a product through social media, their chances of purchasing it increased by 71%. Consumers can share personal experiences, views, and information with an online audience of potential consumers through online platforms (Caputo et al., 2018). Hence, this shows that social media has changed consumer purchase behaviour and the chance to purchase the products or services from consumers increases after they get the information from the social media. Therefore, it is crucial to understand the psychology behind why social media is such a powerful influencer when it comes to consumer purchasing decisions (Ahmed, 2015). By providing pictures, graphics, and charts on social media, marketers may easily persuade their brand followers to purchase.

FitzGerald (2019), discovered that 71% of social media users prefer to make purchases based on their social media accounts and 47% of the youngsters' purchases are influenced by social media because they spend the most time online. It is undeniable that there are still a lot of factors in social media that can affect consumer purchase behaviour. However, the focus of this study will be on the perception towards social media advertising, product reviews, and influencer recommendations. Advertising, reviews, and influencer recommendations on social media have become possible factors that affect consumer purchase behaviour (Jahwari et al., 2020; Osman & Lim, 2022; Sokolova & Kefi, 2020).

Even though many researchers have studied the impact of social media advertising, reviews, and social media influencer recommendations on consumer purchase behaviour, but the above factors are mostly explored separately in other countries. For instance, Jahwari et al. (2020) examined influencer endorsements and recommendations from friends, However, there is insufficient evidence to show the above factors affect consumer purchase behaviour in young adults, specifically university students. Thus, this study aimed to expand the current understanding of the perception towards social media influences on consumer purchase behaviour among UPM students. In particular, the questions that have been established in conducting the study were to i). to examine the extent that the perception towards social media's advertising, reviews, and influencer recommendations affect purchase behaviour and

ii). to determine the most dominant social media factor that affects consumer purchase behaviour.

Literature Review and Hypothesis Development

Theoretical Underpinning

Guided by Petty and Cacioppo's (1984) Elaboration Likelihood Model (ELM), this study has constructed its research framework (Figure 1) linking all the independent variables understudy (i.e., the perception towards social media's advertising, reviews, and influencer recommendations) and the dependent variable of consumer purchase behaviour. Originally, ELM was a theoretical model for describing the process of attitude change, or how one's judgment of a particular target changes from one value to another. The elaboration likelihood model is a persuasion theory that proposes that people can be persuaded in two different ways, depending on how involved they are in a topic (Hopper, 2020). Chou et al (2022), noted that from a theoretical standpoint, the ELM provides a conceptual foundation for researchers to differentiate review features into issue-relevant thinking features (central route) and review features combined with intuitive reactions (secondary route) (peripheral route). Chang et al. (2020) claimed that individuals who collect knowledge, according to the elaboration likelihood model, have varying talents and incentives to develop the argument that will later decide how a specific influence process will shape their attitude.

The findings showed that high (low) self-monitors are more likely to engage in peripheral (central) route processes, and therefore have a more positive advertising attitude and purchase intention when exposed to image-oriented (product-oriented) Facebook ads (Chiu, 2022). She found that consumers' willingness to accept advertising will be increased if advertisers can supply image-oriented content. The same study extended the concept of the elaboration likelihood model and expressed that the role of social media also influences information processing and advertising attitude. This study divided Facebook advertising persuasion into two categories: central and peripheral and explored which pathway influenced consumers more under different scenarios (Chiu, 2022).

According to Hooper (2019), for the central route to persuasion, people are more likely to analyze the benefits and drawbacks of a topic when elaboration is higher. The persuasion can occur when the consumers look through the advertising, reviews, and influencer recommendations on social media. The above persuasion lets the consumers analyze the information from advertising, reviews, and influencer recommendations before making any purchase. For the peripheral route to persuasion, people are more likely susceptible to being influenced by indications that are not related to the issue at hand when the elaboration is low (Hooper, 2019). Persuasion can occur when the consumers look through the positive reviews about the products and purchase the products, but the consumers do not properly analyze the reviews. The consumer will also purchase products when the influencers recommend them and see an advertisement on social media.

To address the research gaps mentioned above and to further the knowledge needed to gain a comprehensive understanding, the current study examined the multi-dimensional important attributes of social media such as advertising, reviews, and influencer recommendations, and their impact on purchase behaviour. The study is relevant in the current context because of the heightened importance of social media in nowadays part of

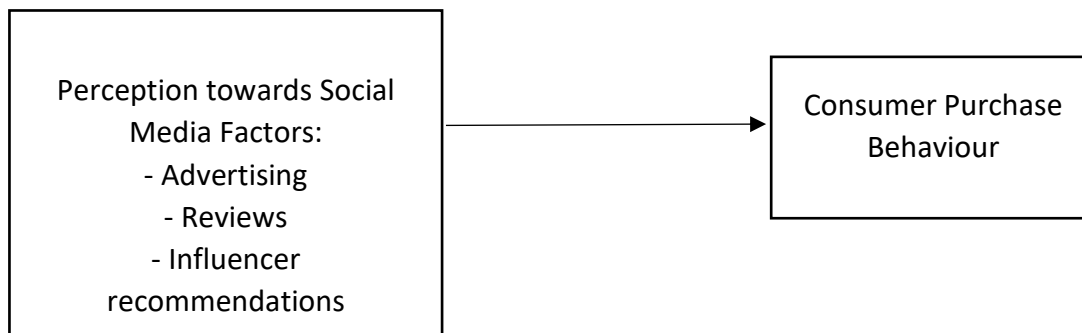consumers' lives which in turn will provide a great influence on consumers when they plan to make a purchase.

Figure 1. Research Framework

Social Media Advertising

Bandara (2020) stated that fashion retailers utilize more appealing advertising campaigns to develop their brands; through these adverts, fashion retailers can persuade people to buy their brand, implying that they are utilizing advertising to influence consumers' purchasing behaviour. He discovered that entertainment, familiarity, social imaging, and advertisement spending are the most effective advertising categories for changing customer buying behaviour. Previous researchers also discovered that online advertisements appear more credible than traditional media advertisements (McClure & Seock, 2020). In addition, Alalwan (2018), found that interactivity in social media advertising was the most important factor in purchase behaviour and the second most important element in forecasting consumers' purchase intent was their information.

Advertisers always create a business relationship with their brands in the market to ensure that their advertisements reach consumers. Ohajionu and Mathews (2019), found that Gen Y consumers will only look through social media advertising if they believe the brands and they will receive what is offered. Gen Y will also repurchase from websites advertised on social media if the site contains reasonable prices, the products or services advertised complement their lifestyle or the brand has strong partners and suppliers in Malaysia. Meanwhile, in a more recent study, Sriram et al (2021), discovered that details that catch the eye of social media advertising have a strong influence on purchase intention. However, they also found that although creative features of social media advertising can attract the user's attention, they do not always result in purchase intent. stated that. Although social media advertisement may be innovative and fascinating, but if the creativity lacks significance that benefits the product as well, the creative efforts may be useless (Sriram et al., 2021). Despite the possible shortcomings of social media advertising, its influence on consumer purchasing behaviour is undeniably still enormous as these past studies have shown that advertising through social media has a big influence in which it is able to trigger consumers' purchases and also provide an alternative for the consumers. Thus, this current study hypothesized the following:

H1: Perception towards social media advertising has a significant influence on consumer purchase behaviour.

Social Media Reviews

Chopra et al (2020), found that 60.6% of the public believes that social media operates as an electronic word of mouth and influences consumer decisions, 46.7% of their respondents also stated that their perceptions of a brand are influenced by social media and a negative influence on the business can appear if there are a few negative reviews about the brand on social media. These Chopra et al (2020), findings indicated that if consumers are having lack trust in a certain brand, they eventually will refuse to purchase from that brand. Thus, online reviews can be a useful source of information for predicting consumer's online buying behaviour. This view can be supported by Zhang et al. (2020), finding that in the presence of a high percentage of good online reviews, there is a considerable difference between the online purchase intention of search commodities and experience commodities.

According to Zhong et al (2018), consumers write reviews to reflect on their experiences and offer their opinions or attitudes. Cheong et al (2020), found that the online purchase intention for electronic devices is positively and significantly correlated with the timeliness, quantity, and valence of online reviews. The review timeliness was the most important factor that affected Malaysian millennials' propensity to buy electrical devices online. They discovered that the most influential element influencing Malaysian millennials' online purchasing intentions for electronic devices was "Recently Reviews" followed by "Reflect Latest" and "Instantly Review". Therefore, many studies have shown that reviews on social media have an impact on consumer purchase behaviour. Nevertheless, past studies found that negative reviews instead of positive reviews from social media will have a direct effect on consumers' purchases. Negative reviews have a greater impact on young adults when they want to make a purchase. Thus, it can be concluded that reviews on social media have a significant relationship with consumer purchase behaviour.

H2: Perception towards social media reviews have a significant relationship with consumer purchase behaviour.

Social Media Influencer Recommendations

Big influencers, such as well-known celebrities, are becoming more expensive for businesses as influencer marketing increases (Gupta et al., 2020). As a result, businesses enlist the services of instafamous celebrities as micro-influencers for product influencer marketing on a budget. These micro-influencers do not have any celebrity connections, but they are extremely influential and well-liked by their fans (Gupta et al., 2020). Shirehpazazari (2019) discovered that influencers on Instagram promote a business or a specific item for a fee or in exchange for free samples and services. She found that the majority of participants identified celebrities/models as the most popular sort of Instagram influencer and their chosen celebrities are seen as a credible and trustworthy source of guidance, and as a result, they want to buy the things they advocate.

Serman and Sims (2020), found that influencers with more experience doing things than others are more likely to influence consumers. They found that when consumers follow influencer recommendations, elements such as trust, trustworthiness, social attractiveness, perceived utility, sponsorship, experience, subjective norms, and attitude influence their purchase behaviour. In addition, previous studies have found that social media influencer attractiveness and similarity a substantial and positive predictors of purchase decisions. For

example, Kularajasingam et al (2021), claimed that if a customer trusted a brand's influencer, the customer would be more motivated to purchase the brand.

From the findings of these previous studies, it can be concluded that consumers tend to be affected by the influences' recommendations and they will purchase the products suggested by the influencers. Thus, in the context of the current study, it can be assumed that social media influencer recommendations act as an important tool to persuade the consumer.

H3: Perception towards social media influencer recommendations has a significant relationship with consumer purchase behaviour.

The Most Dominant Social Media Factor Influencing Consumer Purchase Behaviour
The influence of social media in shaping consumer purchase intention or behavior has been studied by many scholars. Sindhuja et al (2023), study aimed to gauge the impact of social media, found that social media users commonly used the images, videos, and stories posted as evidence to guide other consumers' decision-making, regardless of geographical distances. This in turn eases the accessibility to an array of information which will help them bridge the gap between the products or services and consumers. In terms of social media factors, various factors have been studied depending on the focus of past researchers, and therefore different factors were highlighted as the most dominant contributors. For example, Sharififard et al. (2016) found that hedonic motivation was the main factor influencing online purchase intention among Malaysian higher education students, while subjective norms was the most dominant among Malaysian youth, as studied by Pei Shi and Ismail (2021). In applying the Technology Acceptance Model, Sin et al (2012), study concluded that perceived usefulness was the most dominant factor that influenced young consumers' online purchase intention through social media. Along the same vein, this current study which focuses on different factors as discussed earlier proposed the following hypothesis.

H4: Perception towards social media factors (advertising, reviews, or influencer recommendations) are the most significant predictors of consumer purchase behaviour.

Methods
This research is conducted with the scientific approach by analyzing the perception towards social media factors and consumer purchase behavior. The social media advertising, reviews, and influencer recommendations will act as an independent variable (IV) while the consumer purchase behavior will act as a dependent variable (DV). Universiti Putra Malaysia (UPM) was chosen as the location because this study is about young adults, and the age range is from age 18 to age 25. The students in the university fall under the age range from 18 to 25 can be considered young adults. Hence, the respondents are randomly selected from Universiti Putra Malaysia. Since this research tend to know the social media influences on consumer purchase behaviour among young adults, the students in this university were arbitrarily selected.

Measurement Items
Most of the variables were assessed using scales that have previously been validated in other research, with minor changes to guarantee contextual consistency. Since the survey method is used to define certain elements of a population statistically; in this category, participants

are asked to identify opinion leaders using a brief questionnaire or to score themselves and their peers using pre-defined variables (Bamakan et al., 2019).

There were five sections in the questionnaire to gauge the participants' sociodemographic data and experiences of purchase through social media, consumer purchase behaviour (measuring the DV) while the third to fifth sections included questions concerning respondents' perceptions about the encouraging social media factors (measuring the IVs - social media advertising, social media reviews, and social media influencer recommendations) that influenced their purchasing behavior. The measurement items for measuring the DV and IVs and related sources together with the results from Cronbach's alpha reliability test are shown in Table 1.

Table 1

Measurement items for the constructs

Constructs	Item	Sources	Cronbach's Alpha
Consumer purchase behaviour	The use of social media before making a purchase has become a habit to me.	Newly developed	
	It is natural for me to use social media before purchasing.	Newly developed	
	It is important for me to use social media before purchasing.	Newly developed	0.871
	It means a lot for me to use social media before purchasing.	Newly developed	
	I will check the products or services through social media before final decision.	Newly developed	
Social media advertising	I will purchase products from social media advertising.	Duffett (2015)	
	I purchase products that are from social media advertising before.	Duffett (2015)	
	I plan to purchase products after seeing social media advertising.	Duffett (2015)	0.698
	I am addicted to seeing advertisements on social media for products I want to purchase.	Newly developed	
	I must use social media advertising before purchasing.	Newly developed	
	Social media advertising helps me in providing info about products or new products in the market.	Newly developed	
	Reviews have guided my purchase decision on specific products or service	Filieri (2015)	

Social media reviews	The number of alternative products that I want to purchase was reduced after seeing reviews.	Filieri (2015)	
	It is easier for me to make a purchase decision after reading the review.	Filieri (2015)	0.816
	My ability to make purchase decisions improved because of online reviews.	Filieri (2015)	
	I am inspired to make a purchase after reading online reviews.	Filieri (2015)	
Social media influencer recommendations	I am likely to try one of the same products that influencers suggested.	Ki and Kim (2019)	
	I find influencer content informative for purchase.	Ki and Kim (2019)	
	Influencers who discuss both the positive and negative aspects of a service or product are trustworthy, and I follow their advice.	Serman and Sims (2020)	0.835
	I find that influencer recommendations assist me in getting the product I desire at a reasonable price.	Serman and Sims (2020)	
	I purchased products from influencer recommendations before.	Newly developed	

Samples and Procedures

This study used probability sampling and respondents need to fulfill the criteria: 1). The ages of 18 to 25, 2). The undergraduate students at UPM and 3). Have experience in purchasing products or services from social media. According to Facts and Figures 2021 from the official portal of the Centre for Corporate Strategy and Relations of UPM, the total number of undergraduate students in UPM is 15,352. Next, the sample size of this study is 377 by using a sample size calculator. The respondents were randomly selected from all the faculties at UPM. The questionnaires were sent to the students using the students' email addresses. The matric number of the students was generated by random number generators within the range of the matric numbers of the undergraduate students. After that, an email was sent to the respective students. By using a simple random sample, a subset of a population is chosen at random because it only takes a single random selection and little prior knowledge about the population (Thomas, 2020).

Results and Discussions

Respondents' Profile

The sample structure is shown in Table 2. Out of the 377 respondents targeted, 312 respondents had given their cooperation to complete the questionnaire via the Google Form.

The response rate of the survey filled is 82.7%. population (Thomas, 2020). The result showed that most of the respondents were female which had a percentage of 69.9% while the remaining 30.1% were male respondents. According to the Official Portal Universiti Putra Malaysia, there were 3428 new students (2380 female students and 1048 male students) registered for bachelor's programs for the related new academic session. Hence, this might explain the imbalance gender group of respondents obtained in the study.

This study was focused on university students; therefore, the range age of the respondents was between 18 to 25 years old. The highest number of respondents came from 22-23 years old (42.9%) while the lowest number of respondents came from 24-25 years old (5.1%). Then, the Faculty of Human Ecology had the highest number of respondents (24.4%) whereas the Faculty of Design and Architecture and Faculty of Veterinary Medicine had the lowest number of respondents with only 1.9%. The respondents were mostly Year 4 students which was 34.0% while 17.9% of respondents were Year 1 students. For the frequency of access to social media, it was found that 96.8% of the respondents access social media daily whereas only 0.6% of the respondents would access social media monthly. This might help in understanding that university students would access social media every day. Then, with regard to the frequency of purchases on social media, the analysis found that more than one-third (42.9%) of the respondents would purchase once a few months. Surprisingly, there is also a small portion (4.5%) of the total respondents who reported that they would make a purchase every day.

In brief, from the background results, it can be concluded that most of the respondents were female which fell into the category of early adults and studying as final-year students. The majority of them actively use social media on a daily basis and have some experience in making a purchase on social media as well.

Table 2
Respondents' profile (N=312)

Demographic Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	94	30.1
Female	218	69.9
Age (years old)		
18-19	29	9.3
20-21	133	42.6
22-23	134	42.9
24-25	16	5.1
Faculty		
Faculty of Agriculture	14	4.5
Faculty of Biotechnology and Biomolecular Sciences	8	2.6
Faculty of Computer Science and Information Technology	25	8.0
Faculty of Design and Architecture	6	1.9
Faculty of Educational Studies	10	3.2
Faculty of Engineering	11	3.5
Faculty of Food Science and Technology	17	5.4

Faculty of Forestry and Environment	14	4.5
Faculty of Human Ecology	76	24.4
Faculty of Medicine and Health Sciences	24	7.7
Faculty of Modern Language and Communication	17	5.4
Faculty of School of Business and Economics	44	14.1
Faculty of Science	40	12.8
Faculty of Veterinary Medicine	6	1.9
Years of Study		
Year 1	56	17.9
Year 2	71	22.8
Year 3	79	25.3
Year 4	106	34.0
Frequency of Access to Social Media		
Daily	302	96.8
Weekly	8	2.6
Monthly	2	0.6
Frequency of Purchase on Social Media		
Everyday	14	4.5
Weekly	42	13.5
Monthly	98	31.4
Once in a few months	134	42.9
Never	24	7.7

Descriptive Analysis

The following statistical methods: descriptive analysis, exploratory factor analysis (EFA), Cronbach alpha reliability test, Pearson correlation coefficient analysis, and multiple regression analysis were employed to obtain the related results guiding the relevant discussions of this study. The results from the descriptive analysis directed with frequencies and valid percentages were as shown in Table 2 above. EFA is a suitable tool for exploring the underlying dimensions and identifying influential factors (Hair et al., 2006). It was conducted using the principal component analysis extraction method and varimax rotation with a factor loadings cutoff of 0.50 for retaining items. Cronbach's alpha was employed to measure each attribute's reliability and internal consistency (Table 1). This study achieved the minimum value of 0.6 as an indication of reliability (Nunnally, 1978). Assumptions for EFA were checked using a Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity (Norusis, 1992). Meanwhile, Pearson correlation coefficient and multiple regression analyses were performed to examine the related hypotheses.

Construct validity for all the measurements was tested by using EFA. The result of the Barlett test of sphericity was found to be significant (p=0.000) and the KMO measure of sampling adequacy was above 0.5 (KMO = 0.894), indicating that factor analysis is appropriate. This EFA analysis was conducted using principal component analysis extraction and varimax rotation for all the constructs' items. The communality for all the items was scored above the minimum 0.5 recommended level (Hair et al, 2006). In addition, by using eigenvalues of one or greater, four constructs emerged (with total variance explained = 62.673) and the items were found to belong to their constructs by referring to the rotated

component matrix. Therefore, these measurements were judged to have acceptable reliability and good construct validity considering the exploratory nature of the study.

Hypothesis Testing
The relationship between the perception of social media factors (advertising, reviews and influencer recommendations) against consumer purchase behaviour was analysed by using the Pearson correlation coefficient test. The direction of the relationship and the strength of the relationship between the perception of social media factors against consumer purchase behaviour were also known through this analysis. As shown in Table 3, the analysis found that there were significant relationships between the perception of social media advertising (r=0.629, p=0.000), social media reviews (r=0.543, p=0.000), and social media influencer recommendations (r=0.487, p=0.000) toward consumer purchase behaviour. All the results indicated that the higher the perception of social media factors, the more favourable purchase behaviour via social media among the respondents.

Pearson Correlation Analysis
The result regarding social media advertising (first hypothesis) was found to correspond to prior research conducted by Kumar and Balasubramanian (2020) and Bandara (2020) as they discovered that social media advertisements had a significant impact on customers' purchasing decisions. Hinterstein (2020) also found that although it was not typical, half of the respondents claimed to have made a purchase because of an advertisement on their social media accounts.

Table 3
Relationship between perception towards social media factors (social media advertising, social media reviews and social media influences' recommendations) against consumer purchase behaviour

Variables	Consumer Purchase Behaviour	
	r	p
Social Media Advertising	0.629**	0.000
Social Media Reviews	0.543**	0.000
Social Media Influencer Recommendations	0.487**	0.000

Note: **significant when p ≤0.01

Meanwhile, the result of the second hypothesis involving social media reviews was consistent with the study from Hinterstein (2020), which stated that 59% of respondents stated they regularly read reviews before making purchases and most of the students think that online reviews and comments, whether critical or favourable, influence their purchasing behaviour in some way. Zhang et al. (2020) and Osman and Lim (2022) also found that consumer feedback in the form of reviews has a considerable influence on potential customers' purchasing intentions or behaviour. The timeliness, volume, and valence of online reviews are all favourably and strongly connected with the online buying intention for electronic products (Cheong et al., 2020).

Furthermore, the third hypothesis examined the relationship between the perception towards social media influencer recommendations and the consumer purchase behaviour of respondents was found to be consistent with Varghese and Agrawal's (2021), finding which

discovered that social media influencers have a favourable effect on customer purchase behaviour by altering consumers' thinking and perception because they attract people to the information they post. According to Gupta et al (2020), consumers believe that individuals who have a lot of followers are more appealing and trustworthy which affects their decision to buy. Previously, Shirehpazazari (2019), also found that the majority of participants identified celebrities or models as the most common type of Instagram influencer, viewed them as reputable and trustworthy sources of advice, and wanted to buy the products that the celebrities recommend.

Multiple regression analysis was then subsequently used to determine to examine the most dominant social media factor that affects consumer purchase behaviour (Table 4).

Table 4
Multiple regression analysis for determining consumer purchase behaviour from the perception towards social media advertising, social media reviews, and social media influencer recommendations

Variable	Consumer Purchase Behaviour			
	B	SE B	β	p
The perception of:				
Social Media Advertising	0.385	0.044	0.463**	0.000
Social Media Reviews	0.492	0.067	0.336**	0.000
Social Media Influencer Recommendations	0.046	0.051	0.049	0.362

Note: F=101.580; sig-F=0.000; R-square=0.497; Adjusted R-Square=0.492
** p ≤0.01

The F-ratio value (F=101.580; p<0.001) could demonstrate that there was a statistically significant difference between some of the predictor variables (social media advertising, social media reviews, and social media influencer recommendations) and the criterion variables (consumer purchase behaviour), as such output was established that the regression model fits the data well. The R-square value showed that social media advertising, social media reviews and social media influencer recommendations can explain 49.7% of consumer purchase behaviour. Cohen (1988) stated that an R-square equal to or more than 0.26 was considered substantial to the dependent variable. This clarified that social media advertising, social media reviews, and social media influencer recommendations were fundamental predictors of consumer purchase behaviour among UPM students. Yet, the remaining 50.3% was explained by the perception towards other social media factors that also affect consumer purchase behaviour among students in UPM.

Only two variables, i.e., the perception towards social media advertising (β=0.463, p=0.000) and social media reviews (β=0.336, p=0.000) were found to uniquely determine consumer purchase behaviour. However, the perception towards social media influencer recommendations (β=0.049, p=0.362) was not significant to evaluate consumer purchase behaviour. This might be argued that social media influencer recommendations had little impact on students' purchase behaviour. Therefore, $H_0 4$ was partially rejected. In addition, the perception towards social media advertising was the strongest predictor followed by

social media reviews as it had the highest regression coefficient which was 0.463. It should be noted that respondents who have a higher perception of social media advertising and social media reviews tend to have a more favourable purchase behaviour. This is also in line with several previous studies, social media advertising is the most significant determinant of consumer purchase behaviour (Bandara, 2020; Kumar et al., 2020; Ong & Woon, 2018).

Implications of the Study

This study was able to give a better understanding of social media's power on the purchase behaviour of businesses and also for consumers. The current result helped businesses to recognize which factors affected consumers' purchases via social media then they could make improvements to it. According to Chopra et al (2020), social media was a low-cost platform that allowed businesses to sell and promote their new products or services because they could immediately find and connect to consumers from social media. The finding was useful for brands to know how to promote their products or services via social media because the perception towards social media factors (advertising, reviews, and influencer recommendations) has significant relationships with consumer purchase behaviour. Varghese and Agrawal (2021), proposed that businesses can use social media more regularly to increase brand awareness and consumer attention.

From the result, businesses could use social media advertising to promote their products or services due to it was the strongest predictor of consumer purchase behaviour among students. The business could arrange its business strategy so that it could attract and expand its market to young consumers. Social media advertising was able to boost businesses' value which could engage with customers and approach different ages and types of customers. Ohajionu and Mathews (2019), found that Generation Y consumers will only view social media advertising if they believe the brands and will receive what is being offered and this ensures that the businesses' commercials reach Malaysia's Generation Y consumers.

According to the perspective of young consumers, this study discovered that the perception of social media advertising, reviews, and influencer recommendations had an impact on their purchases via social media. Young consumers will be inspired to purchase because of the content from the advertising, reviews, and influencer recommendations via social media. Thus, young consumers should carefully analyze advertising, reviews, and influencer recommendations on social media during their purchases.

Moreover, it also pointed out that the higher the perception of the young consumer on social media advertising, the more favourable the young consumers to purchase through social media. According to Bandara (2020), fashion retailers use more enticing advertising campaigns to build their brands and through these commercials, fashion retailers can convince viewers to buy their brand, thereby using advertising to affect consumers' buying decisions. Therefore, social media advertising was an important marketing tool for businessmen to promote businesses to the youth.

Recommendations for the Future Research

Throughout this study, a few limitations are observed and some recommendations are suggested. First and foremost, this research only examined three factors of social media influences on consumer purchase behaviour. It might not be able to accurately and fully

represent the perception towards social media factors on consumer purchase behaviour. Based on the result from the multiple regression analysis, the perception towards social media advertising, reviews, and influencer recommendations was only explaining 49.7% of consumer purchase behaviour and 50.3% of consumer purchase behaviour depended on perception towards other social media factors. Thus, further research can examine the perception of other social media factors that can affect consumer purchase behaviour. Other social media factors could be explored such as reviews from social media connections and the brand's social media presence (Singh, 2020).

Also, the respondents are between 18 to 25 years old which is considered young adults. Different age groups of respondents will give different results. Helversen et al. (2018) discovered that younger adults would consider average consumer ratings during purchase; however, older adults were not taking into account average consumer ratings. Therefore, further exploration should be done on different age groups such as middle-aged adults and the elderly. It is likely that older adults nowadays are simply less used to consumer reviews in general (Helversen et al., 2018). This enables the study to get a better generalization of the impact of social media on consumer purchase behaviour.

Conclusion

With the introduction of social media, markets have been pushed to focus more carefully on giving greater consumer choice and recognising consumer effects and social media platforms have successfully adopted traditional methods formerly used in physical environments. Social media advertising, reviews and influencers' recommendations on social media have become possible factors that affect consumer purchase behaviour. Social media advertising through the companies' social media accounts is able to let the consumer be exposed to the brand and also the products. This may let the consumers have more choices when they want to purchase the product. With the advertisements featured on social media, the customers are able to be exposed to the specific brand when they are scrolling the social media. In addition, the reviews from social media also affect consumers' intention to purchase the product. Consumers might also look through the reviews online and any possible comments about the product or service on social media before their purchase.

Consumers might also be affected by social media influencers when they recommend some products or services. The social media influencers have the power to influence their followers and this is why the consumers choose to trust the influencers' recommendations. Consumers might also follow and purchase the products recommended by the influencers. Therefore, this study was conducted to identify consumer purchase behaviour through social media at Universiti Putra Malaysia. The most dominant factor influencing consumer purchase behaviour was examined as well. The finding from Pearson correlation analysis shows that there were significant relationships between the perception towards social media advertising, reviews, and influencer recommendations on consumer purchase behaviour while the result from multiple regression analysis showed that the perception towards social media advertising was the most dominant factor affecting consumer purchase behaviour.

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