



Faculty of Technology and Technopreneurship


**THE CHARACTERISTICS OF CONTENT MARKETING TOWARDS THE
IMPULSIVENESS OF PURCHASING INTENTION**




**Bachelor of Technopreneurship with Honours
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

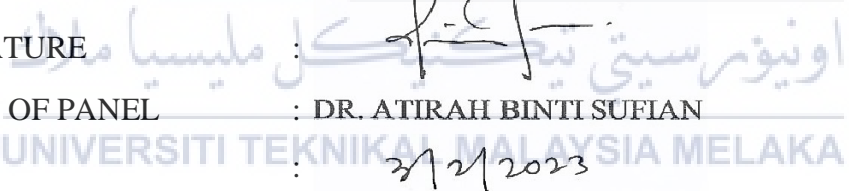
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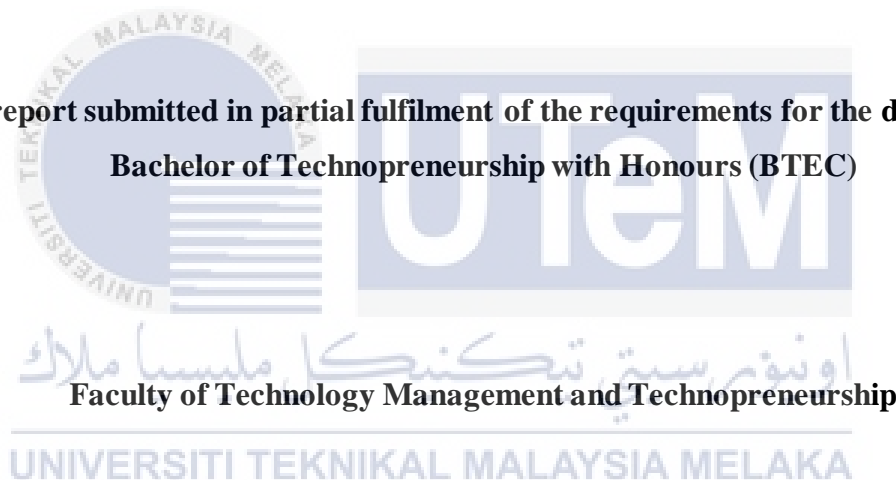
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**THE CHARACTERISTICS OF CONTENT MARKETING TOWARDS THE
IMPULSIVENESS OF PURCHASING INTENTION IN SELANGOR,
MALAYSIA**

CHEN JUN WAH

**A report submitted in partial fulfilment of the requirements for the degree of
Bachelor of Technopreneurship with Honours (BTEC)**





UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

DECLARATION

I declare that this report entitled “**THE CHARACTERISTICS OF CONTENT MARKETING TOWARDS IMPULSIVENESS PURCHASING INTENTION**” is my own work except as cited in the references. The report has not been accepted for any degree and is not being submitted concurrently in candidature for any degree or other award.



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APPROVAL

I hereby declare that I have checked this report entitled “The Characteristics of Content Marketing towards the Impulsiveness of Purchasing Intention” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor of Technology Entrepreneurship with Honours

Signature :  _____

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Date : 03/02/2023 _____



DEDICATION

I would like to thank the dedication of my sincerely family members who support me and encourage me to study until this education level. Besides that, I also express a deep sense of gratitude to my lecturer whom also my supervisor that guide me in final year project, Miss Atikah Saadah Binti Selamat. They gave me different kind of support and advice throughout this research. Without their support and motivation, this research is hard to complete within a short period of time.



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Finally, I must say thanks to my parents and family for their love, support and continuous encouragement throughout the course.



ABSTRACT

This research is about the characteristics of content marketing that impact the consumer on impulsiveness of purchasing intention. The content marketing is significant to business because it helps them boost traffic, build trusting connections with customers, while increasing conversions and generating more opportunities. In the era of "data is king", everyone has to rely on data to make plans. There are many kinds of content marketing, and the content emerges one after another, so more accurate data can always be collected through it as well as its show that nowadays people at least having a credit card with them. Additionally, because of the content marketing is used widely by the business owner in order to attract consumer purchase their products and services. The 'netizens'- (online consumer) may affected by the characteristics of content marketing and this make impulse-buying-behavior happened. In order to analyze the characteristics of content marketing towards the impulsiveness of purchasing intention. The framework that used in the research is refer the theory reasoned action. A Quantitative method had been conducted through the questionnaire that distributed to the 384 respondents. The expected outcome from this research is to highlight that the content marketing has the relationship with impulsiveness of purchasing intention has to base on the situation.

Keyword: Content Marketing, Impulsiveness Purchasing Intention

ABSTRACT**(MALAY VERSION)**

Kajian ini adalah mengenai ciri-ciri pemasaran kandungan yang memberi kesan kepada pengguna terhadap impulsif niat membeli. Pemasaran kandungan adalah penting kepada perniagaan kerana ia membantu mereka meningkatkan trafik, membina hubungan yang dipercayai pelanggan, sambil meningkatkan penukaran dan menjana lebih banyak peluang. Dalam era "data is king", semua orang perlu bergantung pada data untuk membuat perancangan. Terdapat banyak jenis pemasaran kandungan, dan kandungan itu muncul satu demi satu, jadi data yang lebih tepat sentiasa boleh dikumpulkan melaluinya serta menunjukkan bahawa pada masa kini orang sekurang-kurangnya mempunyai kad kredit dengan mereka. Di samping itu, kerana pemasaran kandungan digunakan secara meluas oleh pemilik perniagaan untuk menarik pengguna membeli produk dan perkhidmatan mereka. 'Netizen'- (pengguna dalam talian) mungkin dipengaruhi oleh ciri-ciri pemasaran kandungan dan ini menyebabkan gelagat pembelian impuls berlaku. Bagi menganalisis ciri-ciri pemasaran kandungan ke arah impulsif niat membeli. Rangka kerja yang digunakan dalam kajian adalah merujuk kepada teori tindakan beralasan. Kaedah Kuantitatif telah dijalankan melalui soal selidik yang diedarkan kepada 384 responden. Hasil yang diharapkan daripada penyelidikan ini adalah untuk menyerlahkan bahawa pemasaran kandungan mempunyai hubungan dengan impulsif niat membeli berdasarkan situasi.

Kata Kunci: Pemasaran Kandungan, Pembelian Niat Impulsif

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

As the advanced technology has occur, the utilization of the smartphone device and computer increase significantly. Online goods consumption has become an engaging enculturation as the smartphone device and computer population is in a large number. There's no denying that the internet is altering the way people shop for and purchase goods and services. The internet, according to Lim, Yap, and Lau (2010), has changed the way businesses are conducted since it now allows shops to offer a limitless selection of items and services to all consumers from all over the world at any one moment. They went on to say that it is the most important direct marketing channel in the worldwide market. As a result, it is swiftly transforming into a global phenomenon (Jhe, 2014).

Nowadays, the advent of mobile devices that offer quicker internet has changed how consumers make purchasing decisions (Fauldsetal., 2018; Jebarajakirthyetal., 2021; Cavalinhos, Marques & Salguero, 2021). Consumers favor mobile app-based purchasing over other online modes, according to a new analysis by QZ (2020), as the number of app download and install has increased dramatically. Online marketplace retailers such as Lazada, Shopee, and Amazon are capitalizing on Malaysia's explosive growth by selling a diverse range of items and services through their mobile app platforms (Kalia & Paul, 2021).

As an instrument that permits businesses and their clients to associate without being show in individual, social media has picked up offer (Tuten, 2020). Due to benefits like speedier web, simpler utilization, and an increment in web clients, among others, organizations have started to take note the significance of social media and have included social media stages into their promoting procedures. Marketers are locks in in SMM due to the development of the web and the number of clients of social media (Zhou & Wang, 2014; Larimo & Leonidou, 2021).

Regarding the title of an article written by Microsoft founder Bill Gates in 1996 was "Content is King." Gates discusses the future of the internet in this article, claiming in the first phrase, "Content is where I anticipate much of the real money will be earned on the Internet(..)" (Gates.1996, para. 1). By now, most of the purchasing decision is decide base on the consumer they attracted by the content marketing and this lead them purchasing impulsiveness. It creates the financial problem to those consumers. To conclude, understanding how mold shippers seem utilize social media to impact and lock in their clients is vital (Evans, Bratton, & McKee, 2021).

1.2 Problem Statement

In this research project, the issue to be examined is the characteristics of content marketing that drive those 'netizens' to purchase the online goods impulsiveness as well as the impact towards those 'netizens'. Because of Malaysia have strong internet and mobile connection, Malaysia has a high rate of eCommerce usage. Around half of the population (16.29 million) uses the internet to shop, while 82.9 percent of mobile users use their smartphones to purchase online.

Financial difficulty brought on by excessive spending and debt, which frequently results in poverty, severely impairs people's happiness, wellbeing, and health on a global scale. Beyond the immediate economic challenges, psychology has a lot to contribute to the identification of probable causes and effects of financial stress as well as solutions for these issues Achtziger, A. (2022).

The use of the content marketing approach has been crucial in forging close ties and connecting with customers. By publishing material on social media platforms, the business may increase its market share (Potgieter & Naidoo 2017; Rosenthal & Brito 2017). Numerous research on social media marketing, brand awareness, and customer buying behavior have been conducted. After reviewing these researches, it is still necessary to investigate how content marketing relate to customer purchasing intention with impulse. This study set out to investigate the role that brand awareness and social media content marketing have in influencing customers' buying decisions.

The fashionable and popular products with the online retail platform as the main marketing channel are called "online goods" by netizens. Due to the advanced nature of online retail channels, the way of commercialize the products have been improved and changed; in addition, due to the interesting, value of content marketing. The content marketing is mainly on the direct impact on the purchasing intention. The online goods brand is based on the various channels on the Internet to establish its own unique brand and improve the popularity of its own brand on the Internet. As a result, this kind of act of purchasing cause those 'netizens' facing financial problem.

Concurring to certain investigate, understudy advances may act as a sort of portal sedate for over-the-top investing. Indeed, understudies with past ominous states of mind toward obligation are regularly more likely to borrow extra stores instantly after taking out an understudy credit to buy things that they really do not require Ahtziger, A. (2022). This propensity to overspend can be enhanced once it is engaged since even students who are barely able to obtain credit often successfully obtain credit cards. Credit cards are undoubtedly frequently blamed for causing overspending and a rise in national debt, especially among older citizens. The "pain-of payment" concept fights that paying with a creditcard instead of cash reduces the torment of installments since paying with cash comes about in quick negative repercussions Ahtziger, A. (2022).

Consumer buying behavior refers to the process activities in which people find, select, purchase, use, evaluate and dispose of products and services to meet their needs and desires, including consumers' subjective psychological activities and objective material activities. According to studies, exposing people to advertisements that encourage debt-based purchasing, such as interest-free instalments, lowers the perceived financial risk of the transaction and increases the desire to acquire credit (Gathergood and Weber, 2017; Bolton et al., 2006, 2011). But somehow, the consumer always neglects whether their income level is sufficient to payback the payment.

Habitual defaulters can be identified and disciplined early if their source of income, spending culture, repayment pattern, and inescapable commitments are regularly tracked. Thousands of extravagant spenders may have been spared from bankruptcy this way, long before they reached the point of no return. This is the reason that this study must be conducted in order to put in place preventive measures to prevent them from going bankrupt and becoming a liability to the country and a burden to society.



1.3 Research Questions

There have 3 research questions:

- i. What is the main characteristic of content marketing that impel 'netizen' purchase impulsiveness?
- ii. How the characteristics of content marketing affect the consumer purchase impulsiveness?
- iii. How successful the content marketing influences the consumer?

1.4 Research Objectives

There have 3 research objectives:

- i. To identify the main characteristic of content marketing that impel 'netizen' purchase impulsiveness.
- ii. To determine the relationship between characteristic of content marketing and the impulsiveness of purchasing intention.
- iii. To estimate whether the characteristics of content marketing positively affect consumer on impulse-buying-behavior.

1.5 Scope of the Research

This study has been undertaken because there was less research on how content marketing affects the consumer on purchasing impulsiveness. The contribution of this study is to acknowledge that content marketing is a new marketing strategy that could attract consumer purchase goods and services impulsiveness. In this study, also to address the problem which is the financial aspect that cause by the impulsiveness on purchasing goods and services. The respondent of this research conducted is the online and offline consumer. By doing the survey, can acknowledge and also identified which characteristics of content marketing that drive the consumer buying goods and services without hesitate.

1.6 Research Significance

The outcome of this research is to express the recognition of the characteristics of content marketing that lead the purchasing impulsiveness on consumer. In this research paper, also can understand that the role of impulsiveness that could lead a negative consequence. Besides that, the research also can be referred to investigate in other similar research field which is the marketing field.

1.7 Summary of Chapter 1

In this chapter 1, this research paper introducing the background of the study and also the issue explained the characteristics of content marketing has the initial impact to the purchasing intention of consumer.