



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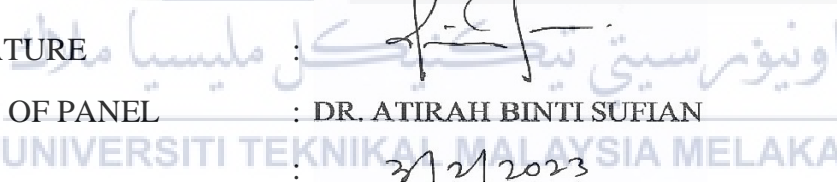
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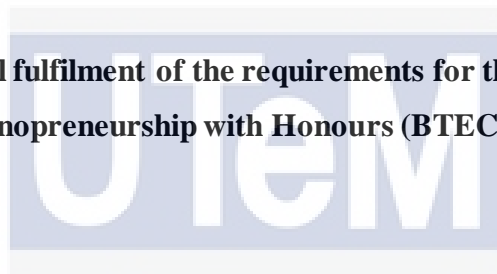
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**THE CHARACTERISTICS OF CONTENT MARKETING TOWARDS THE  
IMPULSIVENESS OF PURCHASING INTENTION IN SELANGOR,  
MALAYSIA**

**CHEN JUN WAH**

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



**اونفوسيتي تكنولوجيكا مليسيا ملاك**  
**Faculty of Technology Management and Technopreneurship**

**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**


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**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 : 

Supervisor's Name: Miss Atikah Saadah Binti Selamat

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 (Faulds et al., 2018; Jebarajakirthy et al., 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 Achziger, 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 the 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. Since 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 Achtziger, 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 Achtziger, 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 is 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.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

In this chapter the definition of the entire title will be discussed. The characteristic of content marketing will be the independent variable meanwhile the impulsiveness of purchasing intention will be the dependent variable.

#### 2.2 Online Purchasing

Within the advanced technology age, electronic commerce has become one of the foremost critical perspectives. Agreeing to the UCLA Center for Communication Arrangement (2001), online shopping has surpassed email, quick messaging, and web surfing as the third most well-known web movement. It is even more popular than looking for entertainment and news, two things that come to mind when thinking what internet users do while they are online. In 2001, 48.9% of internet users made online purchases, with three-quarters of buyers saying they make 1-10 transactions every year. When comparing extremely experienced and less experienced internet users, very experienced users make 20 online purchases per year on average, compared to four transactions per year for new users (UCLA Center for Communication Policy, 2001). There is now plenty of evidence that the internet has altered the way people buy products and services (Forsythe and Shi, 2003). Consumers are more interested in how the internet may improve their shopping experiences and help them make better decisions than in the technology itself (Burke, 2002).

Buyers that are fundamentally driven by comfort are more likely to create buys online, according to Swaminathan, White, and Rao (1999). Bellman, Lohse, and Johnson (1999) investigate the link between demographics, personal qualities, and internet buying attitudes. They have discovered that persons who live unpredictable and have limited time are more likely to shop online, i.e., those who use the internet frequently or those who are more time-constrained prefer to shop online. Bhatnager et al., (2000) investigated how demographics, vendor, service, product characteristics, and website quality affect customers' attitudes regarding online shopping and, as a result, their intention to purchase. According to the same study, from customers' angle and behavior are favorably and adversely associated to the convenience the internet provides and the danger they perceive.

### 2.3 The Characteristics

In the English language, the nouns features and characteristics are often employed. These two terms are frequently combined as 'features and characteristics' to refer to something's properties or qualities. The meanings of these two words are quite similar. There is, nevertheless, a minor distinction between features and characteristics. Characteristics relate to distinctive attributes that distinguish something or someone from others, whereas features refer to a significant quality or ability of something. The major distinction between features and traits is this. Characteristics are the distinctive aspects or qualities of anything; they are what distinguishes one person or object from another. The chameleon, for example, has the capacity to blend in with its surroundings. Characteristics also a sign that could help people to identify and remember the object or person. A feature is an interesting or important component, quality, ability, or another characteristic of anything. Characteristics are distinguishing characteristics that distinguish something or someone from others.

## 2.4 The Content Marketing

Content marketing is to create and deliver the relevant, valuable content to existing and future consumers, including as newsletters, newspapers, blogs, videos, and so on. When a content is perfect, displays knowledge and proves that a firm appreciates the individuals to whom it sells and also to drive profitable customer action. There are three important components in content marketing which is creation, dissemination and measurement.

Content marketing has the potential to capture customer attention in the first two areas by offering engaging, appealing, and instructional content that answers the consumer's queries. By offering additional information or value to existing consumers, the value provided by delivering an informative or interest-based service without a sales pitch may improve the perception of a brand, product, or service with a new audience, or raise revenue with existing customers. Another significant differential in the usefulness of content marketing is search engine optimization (SEO). A corporation establishes authority around a subject by providing answers to inquiries or developing topically relevant content, and so begins the SEO journey. Ideally, the material would rise naturally in the search engine results pages (SERPs) before being used as an advertising platform by Google.

Content marketing is essentially a way of thinking to guide how to do marketing, and it is a new idea of marketing innovation. Content marketing requires companies to produce and utilize internal and external valuable content to attract the active attention of specific audiences. The most important thing is "active attention of specific groups", that is to say, whether your content has its own attractiveness, so that consumers can come to you, rather than just relying on pure media exposure. The so-called traditional marketing idea is "mass communication", which is represented by large-scale single communication between brands and consumers, trying to capture consumers in a centralized bombing way.

From a different perspective, the question of whether content is king may not be the best one to pose. Rather, the fundamental mechanisms that determine whether material is a successful communication tool or not should be studied. Furthermore, due of these procedures, it should be identified which form of content is absorbed more readily by receivers. This technique not only broadens the theoretical understanding of how information is seen, but it also aids marketing professionals in determining which content type is most appropriate for their purposes. The evolution of YouTube from a strictly user-generated content platform to a platform for professionally created material demonstrates that content is already a significant marketing strategy for many businesses and marketing professionals (Kee & Yazdanifard, 2015; Kim, 2012).

#### 2.4.1 Value Added

A product with value-added features is one that is marketable yet has been given extra benefits that increase its value over the cost of its component raw ingredients. It could be improved to be more practical, appealing, tasty, or simple to utilize than its original materials. The price of a good or service less its production costs is known as value-added. Based on their perceived worth, buyers' willingness to pay determines the price. Value may be added or produced in several ways. These might, for occurrence, be additional or interesting characteristics that a commerce or producer has included to raise the esteem of a great or benefit. Hence, the cost that clients are arranged to pay for an item might rise as a result of the expansion of esteem. A value-added highlight may be giving a modem computer a year's worth of complimentary tech offer assistance. Also, individuals may include esteem to the administrations they give by entering the workforce with upgraded abilities, for illustration. Value-added refers to the extra characteristics or monetary value that a business adds to its goods and services before putting them on the market (Adam Hayes, 2022) .

### 2.4.2 Interesting Content

In order to prove beyond a reasonable doubt that real people are reading the content, it must be intriguing; it must grab and hold their interest from the title to the final period. Realities, insights, illustrations, analogies, and humorous stories are all excellent methods to keep readers interested in. Another excellent rule of thumb is to avoid becoming overly specialist. Maintaining a catchy phrases and idioms are the best bets for keeping readers interested. It can also arouse curiosity. Research on attention using eye tracking has revealed attentional biases in depressive patients toward happy stimuli. Though less representative of actual life, the majority of the study employed prototypical stimuli (co-presented contrasting emotional faces or pictures) (Anat Rudich-Strassler, Nimrod Hertz-Palmor, Amit Lazarov, 2022).

A speaker's language use can evoke responses from listeners and cause them to modify their behaviour by carrying out specified behaviours (Ludwig and de Ruyter, 2016; Ordenes et al., 2019; Argyris et al., 2021).

Additionally, the evolutionary growth of SAT research demonstrates that speech acts—including word usage, sentence creation, and between-content exchanges—derive from multilevel language construction (Ludwig et al., 2016; Grewal et al., 2022; Ansari and Gupta, 2021). Content producers in the context of content-driven social commerce rely on multilevel language usage to communicate their social and psychological implications and persuade customers to make a purchase.

### 2.4.3 Resonance

One refers to the phenomenon that objects make sounds due to resonance, and the other refers to the same thoughts and feelings caused by certain thoughts and feelings of others. The concept of resonance is that the sound forms resonance in space, and the vocal cord produces the "fundamental tone", that is, the most primitive sound is very small, and then enters the various cavities of the human body to form resonance and then transmit it. Everyone's timbre is different because the cavity resonance ratio before the sound is different, so some people's voices are thick and some people's voices are thin. Just like a guitar, the role of the guitar box is to amplify the sound of the strings, which is the "resonance chamber of the guitar".

Something has a special significance or is particularly valuable to someone if it resonates with them. Content creators provide content to share their experiences on content-driven social commerce platforms like Xiaohongshu, Instagram shopping, and Facebook stores (e.g., daily life, specific events, and professional knowledge), (Fei Wang, Haifeng Xu, Ronglin Hou, Zhen Zhu, 2022).

#### 2.4.4 Theme

Having maximum appeal to a targeted market segment as leverage in a central marketing idea or message, or a product benefit or feature. The word "theme" originated in Germany and was originally a musical term, referring to the most characteristic and dominant melody in a piece of music - the main melody. It expresses a complete musical thought and is the core of the music. Later, the term was widely used in all literary and artistic creations. Japan translated this concept as "theme", and our country borrowed it from Japan when it was translated. In ancient my country, the names of themes were "meaning", "ideas", "ideas", "purpose", "themes", "mastermind" and so on. The theme is the crystallization of ideas obtained from the author's observation, experience, analysis, research, and processing and refining of materials. It not only contains the objective meaning contained in the reflected real life itself, but also embodies the author's subjective cognition, understanding and evaluation of objective things.

Manufacturer brands (such as Niketown, Apple, Nokia—T5), department stores (such as Harrods, Dover Street Market), food retail (such as Whole Foods Market), general retail (such as Toys R Us), and fashion retail (such as Louis Vuitton, Prada), to name a few, all engage in the creation of distinctive environments within the retail setting. Pealoza (1998) points out that customers have the option to physically participate in sports of their choice at stores like Niketown. The environment here encourages physical activity and sports, which encourages the client to participate in the purchasing activity.

## 2.5 The Impulsiveness

Impulsiveness is defined as a psychological organism that craves immediate gratification (Liu et al., 2013). "Both the inclinations (1) to experience spontaneous and abrupt desires to make on-the-spot purchases and (2) to act on these felt urges with minimal (conscious) consideration or judgement of consequence," defined Beatty and Ferrell (1998, p. 174). "A consumer predisposition to buy spontaneously, non-reflectively, instantly, and kinetically," according to impulsiveness (Rook and Fisher, 1995, p.306). This concept has been extensively investigated in the past as a substantial predictor of customers' impulsive purchase behavior in stores and online.

Prior research has defined impulsiveness as a consumer's hedonic demand for quick fulfilment (Puri, 1996; Floh and Madlberger, 2013). Consumers' purchasing experiences have been improved by technological improvements from online merchants, which have made shopping simpler and more accessible while also making them more impulsive (Farah and Ramadan, 2017; Amos et al., 2014). Because of their ease, speed, and in-app incentives, customers in a state of impulsiveness are likely to choose shopping applications in the context of mobile purchasing.



## 2.6 Purchasing Intention

Purchasing intention is a strong instrument that suggests real purchase behaviour. It is defined as whether consumers plan to acquire particular goods or services (Park, Hyun, & Thavisay, 2020; Rausch & Kopplin, 2020; Wee et., 2014). Several research have looked into this. For example, Zander and Feucht (2018) investigated the factors that influence fish purchasing intent. Prior research has looked at a variety of factors that influence purchase intent, including product quality (Bebber, Milan, De Toni, Eberle, & Slongo, 2017), product sell-out risk (Bebber, Milan, De Toni, Eberle, & Slongo, 2017), and product availability (Bebber, Milan, De Toni, Eberle, & Slongo, 2017). (Song, Noone & Han, 2019).

Consumer purchasing intent has also been studied in the framework of the CBEC. Yoon and Zhang (2018), for example, confirmed the important elements influencing the cross-border adoption of social media feedback. An experimental study found that adopting ideas on Korean cultural items increased Chinese consumers' intentions to buy Korean-made cultural products. Han and Kim (2019) also conducted a study model to evaluate the influence mechanism of purchase intentions in CBEC, and discovered that customer unforcedness influenced by intentions favorably.

## 2.7 Theory of Reasoned Action

Theory of Reasoned Action is a theory in social psychology used to predict individual behavioral attitudes and intentions. It was proposed by Fishbein and Ajzen in 1977. This theory holds that behavioral intentions are influenced by attitudes and subjective norms. Behavioral intentions further influence behavior. The theory of rational behavior was proposed by Fishbein and Ajzen in 1975 and is based on various attitude theories, such as: learning theory, Expectancy-value theory, Consistency theories, such as Heider's Balance theory, Osgood and Tannenbaum's congruity theory, and Festinger's theory of cognitive dissonance and attribution theory.

TRA is a theory that holds that an individual's behavior can be reasonably inferred to some extent from behavioral intentions, which in turn are determined by attitudes toward behavior and subjective criteria. A person's behavioral intention is a measure of people's intention to engage in a particular behavior, while an attitude is the positive or negative emotion that people have about engaging in a target behavior, degree of estimation. Subjective norm refers to the perceived degree to which people who are considered important to them want to use the new system, and is determined by the individual's level of trust in how others think they should do it and their level of motivation to agree with others' opinions decided. These factors combine to produce behavioral intentions (dispositions) that ultimately lead to behavioral change.

Fishbein and Ajzen (1975) pointed out that beliefs refer to a person's judgments about subjective probabilities of discernible aspects of his or her own world. Beliefs can broadly interpret and represent different forms of thinking. In behavioral intention models, beliefs represent the subjective probability that a person's actions can lead to a range of outcomes in the future. Behavioral beliefs are estimates of the likelihood of future outcomes using current conditions. Values refer to a person's general evaluation and general view of the meaning and importance of the surrounding objective things.

(including people, things, and things). On the one hand, it manifests as a value orientation and value pursuit, and condenses into a certain value goal; on the other hand, it manifests as a value scale and criterion, which becomes an evaluation standard for people to judge the value and value of valuable things.

In the predictive formulation of behavioral reasoning theory, reasoning is defined as the specific subjective factors that people use to explain their expected behavior. Reasoning can be divided into two large sub-dimensions: reasons for doing certain actions and reasons for not doing certain actions (Westaby, 2005a). Specifically, reasoning represents not just reasons for and against, but also implications for pushes and limits. Therefore, reasoning must take into account a series of specific factors in the explanation, and reasoning is only limited to the cognition of the current behavior. Fishbein and Ajzen (1975) originally defined intention as: in a given environment, people's expectations of their own behavior, which are operationalized as the possibility of a person's intention to act. Warshaw and Davis (1985) questioned the theoretical basis of this view, arguing that the definition of intention here does not reflect the majority of people's feelings about the intention to act.

They think that behavioral intention is more like whether a person expresses clearly whether he or she plans to do something, while behavioral expectation is an individual's ability to implement his own behavior after considering his own intentions, personal abilities and environmental factors, and difficulty estimates. Although responses to behavioral intentions and behavioral expectations are often similar, many times what a person intends to do and what he actually expects to do are different. Bagozzi (2000) differentiated behavioral intentions and behavioral expectations when studying consumers' dining decisions in fast-food restaurants.

The findings suggest that behavioral expectations and behavioral intentions predict behavior differently when contextual conditions are taken into account. When predicting to eat by oneself, the predictive ability of behavioral intention on behavior is greater than that of behavioral expectation, but when predicting dining with friends, the predictive effect of behavioral intention on behavior is smaller than that of behavioral expectation. But, in the theory doesn't have an elaboration or provide some finding such as impulsiveness and others special behaviors.



## 2.8 Conceptual Framework and Hypothesis Development

In the conceptual framework, various content marketing characteristics such as value added, interesting content, resonance and theme. They are postulated to impact online shopper internal state of impulsiveness due to their rendezvous with those characteristics as well as purchase goods or services impulsiveness. Fig. 1. illustrates the conceptual framework in this research.

### 2.8.1 Hypothesis

#### i. Value Added

Ho1: There is no significant value between value added and impulsiveness purchasing intention.

Ha1: There is significant value between value added and impulsiveness purchasing intention.

#### ii. Interesting Content

Ho2: There is no significant value between interesting content and impulsiveness purchasing intention.

Ha2: There is significant value between interesting content and impulsiveness purchasing intention.

### iii. Resonance

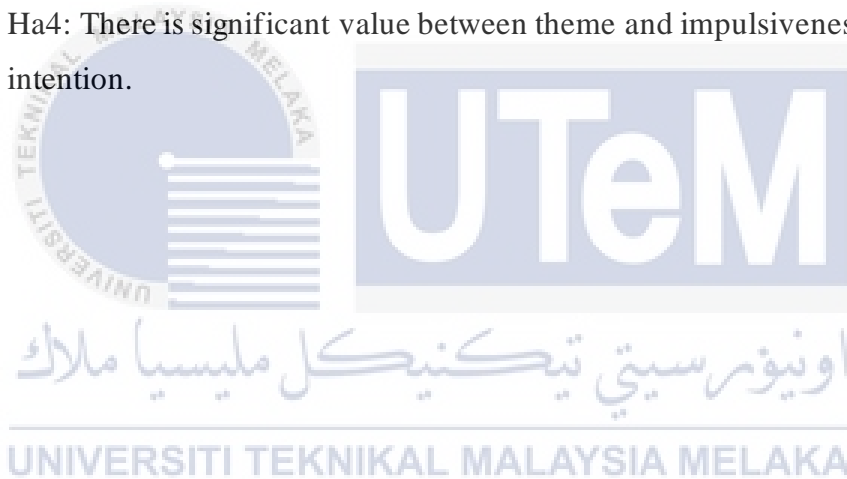
Ho3: There is no significant value between resonance and impulsiveness purchasing intention.

Ha3: There is significant value between resonance and impulsiveness purchasing intention.

### iv. Theme

Ho4: There is no significant value between theme and impulsiveness purchasing intention.

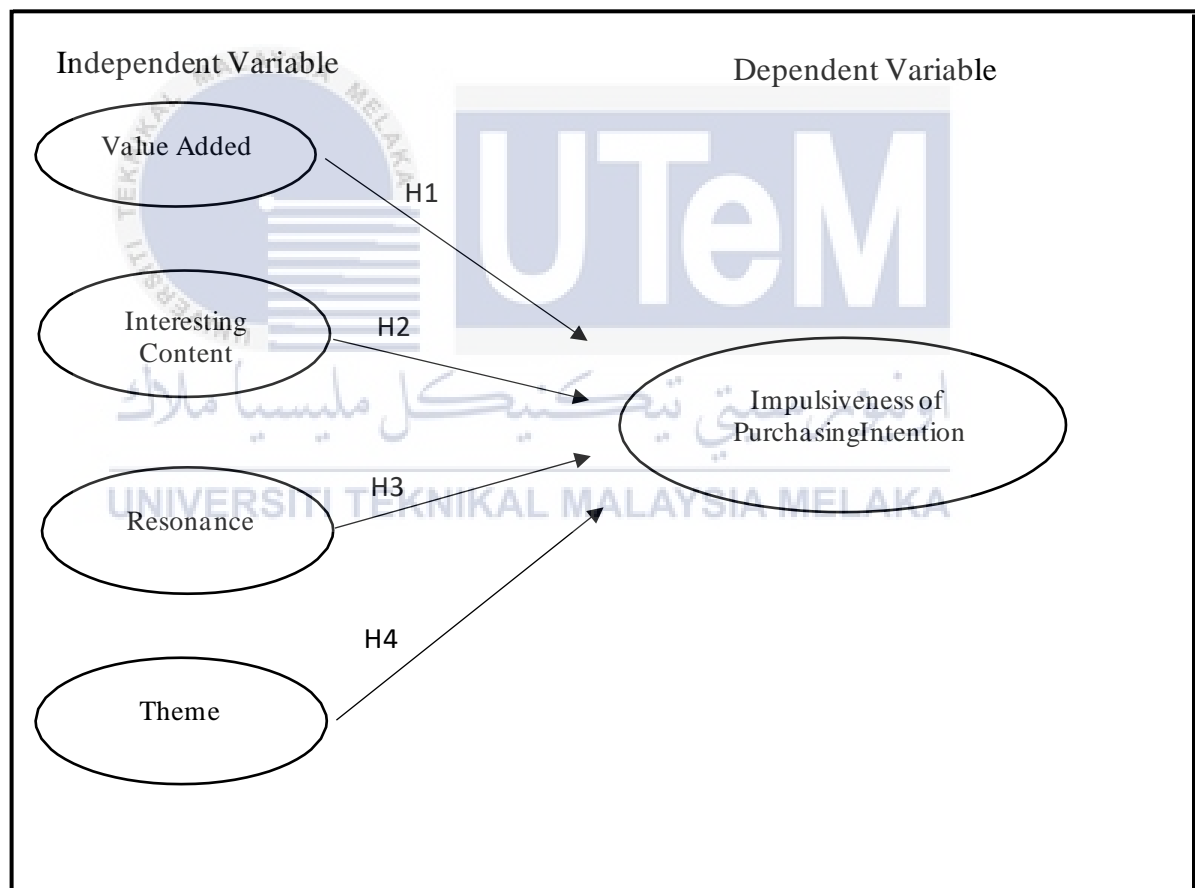
Ha4: There is significant value between theme and impulsiveness purchasing intention.



## 2.9 Research Framework

Below is the diagram that showing the conceptual framework to be used in this research paper:

The central research proposal of this study is based on the interaction of these variables, which are value added, interesting content, resonance, and theme on impulse buying. This conceptual framework with the independent variables and dependent variable is unique and will provide a deeper understanding of the relationship of characteristics of content marketing on impulse buying.



**FIGURE 2.1**

In this research framework, the independent variables such as value added, interesting content, resonance, theme. Meanwhile, the dependent variable is impulse that led to the intention purchase (impulsiveness of purchasing intention).

## 2.10 Summary of Chapter 2

This chapter has given a defined and information about the concept of the characteristic of content marketing that impact the impulse purchase intention with the conceptual framework. To develop and explore more on this title, it will be discussed in chapter 3 with the research methodology.





## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Introduction

In this chapter will discuss about the research method for data analysis and also the sample size of questionnaire should be taken for pilot test and also the actual sample size for the research.

#### 3.2 Research Design

The key difference between explanatory and exploratory research is that explanatory research explains why certain phenomena work the way they do, whereas exploratory research explores and investigates a problem that is not clearly defined. Explanatory research and exploratory research are two important types of research for analyzing problems. Exploratory research is done when a researcher has just started research and wants to understand and explore the topic in general. When researchers want to explain why a phenomenon occurs, they use explanatory research.

The research design in this research paper is explanatory research. Based on the theory of reasoned action, it is believed that human beings basically make decisions based on rationality and can systematically use the information they have obtained. That is to say, when human actions are generated after obtaining some information and rational thinking. However, the weakness of that theory is it does not provide or any concept that explain about the impulsiveness behavior. That's what people act without any thinking process. Hence, to find out the phenomenon of human being in the impulsiveness of purchasing intention nowadays. The research decided to use this research design.

### 3.3 Methodology Used

The researcher chooses to use quantitative in this research paper. Due to the quantitative research, information is represented by some kind of number. From the represented number, the researcher can determine the relationship between those independent variables and dependent variable. And also, know the interaction of both which can be analyze using the Likert-scale.

### 3.4 Data Source

Primary data refers to collecting data from different techniques such as surveys, interviews and direct observation. (Saunders, 2009). For example, for this research primary data such as survey is conducted to gather information of the characteristics of content marketing towards the impulsiveness purchasing intention. Surveys is collected from a large group of target respondent. Survey is a quick and efficient way to collect data. Besides, surveys bring convenient to the respondents because respondents can answer the survey anytime and anywhere without any appointment (Niki, 2018). Results can be instantly reviewed as well.

Secondary data refers to collecting data from other resources such as articles, journals and literature reviews of past researchers (Saunders, 2009). For example, literature review of past researchers in different articles and journals are conducted in this research. This is because it helps to understand different angles of understanding in the role of impulsiveness.

### 3.5 Research Location



**FIGURE 3.1**

Malaysia is one of the most urbanized regions in Southeast Asia and plays an important role in the online commerce market. Its current digital medium is growing rapidly and becoming mainstream. The research will be conducted in Kuala Lumpur, one of the states of Malaysia that involving the youths of Malaysian. Most of the population is well-educated. The overall urbanization rate is as high as 76%, which also contributes to Malaysia's high Internet penetration rate. In total, about 83% are currently internet users, 81% of whom are active on social media. Nearly half of all purchasers of luxury products are from lower- and middle-class backgrounds, and by 2025, this group is predicted to grow to 450 million (D'Arpizio et al., 2020). Hence, the research is to study the reason behind this scenario. Additionally, the targeted respondent involved the youngster Malaysian that familiar using mobile device to purchase goods through online. Malaysians are becoming more and more urbanized.

### 3.6 Data Collection Method

The data for this study was gathered using an online survey approach. The study used a questionnaire sampling frame to choose respondents from a catalogue of tested e-commerce users and offline consumer purchased products and services impulsiveness. We were able to reach out to respondents at a cheap cost, resulting in speedier replies, thanks to the online survey (Varela et al., 2017). The study's objectives were met by focusing on the characteristics of content marketing towards the impulsiveness purchasing behavior.

Questionnaire will also be sent to the responder. The entire procedure was meticulously planned to match responders to the demographics of Malaysian consumers of all ages and genders. The study's objectives, definition of impulsive purchase behavior, and scope were all explained to all participants at the outset of the survey. They were also advised to complete the questionnaire while keeping in mind the shopping app they primarily/most frequently use. To screen out sloppy replies, attention checks questions were used. Furthermore, to eliminate proximity bias, the questions in the survey were separated depending on the assessed constructs (Podsakoff et al., 2012).

As a result, the sample was mostly made up of Malaysian customers who routinely use mobile shopping apps to buy items and services from online merchants such as Amazon, Flipkart, Snapdeal, and others.

### 3.7 Time Horizon

The Time horizon relates to the time frame that the project is hoping to be finished in. When a predetermined period is made aside for the collecting of information, this is when the cross-sectional time horizon occurs. The researcher is using cross-sectional, and the conducted research is begun on March'22 until June'22. The questionnaire will be prepared from October'22 until November'22. The data analyze will be conducted when the data collection is complete for 384 respondents.

### 3.8 Instrument Development

The proposed approach is descriptive, in this research paper will develop a conceptual framework to test the data. Firstly, the study is about the few characteristics that the content marketing consists as well as its drive the consumer buys goods impulsiveness. Four latent variables were included in the survey questionnaire used for this study. A couple of the questionnaire items were slightly adjusted ahead of time to fit the context of this study. The different variables were measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
1	2	3	4	5

### 3.9 Sampling Design

#### 3.9.1 Target Population

The target population in the research is the youth they are using mobile device or purchase things via online platform. The total population is around half of the Malaysia population which is 16.29 million. According to Malaysia uses e-commerce extensively owing to its mobile and internet access around 50% of the population, regularly purchase online, and 82.9% of mobile users utilize their devices for this purpose. The standard of the goods, the benefits of the pricing, the variety of items, and the accessibility of reviews are some important elements that encourage Malaysians to buy online. Additionally, they are motivated by characteristics of content marketing such as special discounts, free delivery, practicality etc.

#### 3.9.2 Sampling Method

In order to choose a representative sample from a population, a sampling methodology is used (Loru, 2020). The sampling method consists two different type of sampling method which is probability sampling and non-probability sampling. A general framework for sampling all eligible individuals from which the chosen sample will be drawn for probability samplingshould be employed first. Itwill stimulate the selection of the sample from among all qualified individuals, enabling a more accurate generalization of the study's conclusions (Shona McCombes, 2019).

In this research paper, the probability sampling has been chosen to conduct because it enables to draw a degree of reliability of inferences from the target population. For sampling technique which is the simple random sample has been selected because the total target population Gen-Z (active online shopper) is given an equal chance to participate in the research.

### 3.9.3 Sample Size

The focus group in this research, due to its 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. Hence, the sampling size for sample size is 384 respondents. It aims to evaluate question understanding, questionnaire structure, response time, and the psychometric features of the scales. Particular alterations were made within the definition of a few questions taking after the criticism from the checking process. All scales appeared their one-dimensionality, based on the comes about of the exploratory calculate investigation, and satisfactory inner consistency, based on the comes about of the thing investigation and Cronbach's alpha.

Rarely do analysts take into account the entire community in the majority of decisions that need data from a broad and varied test estimate. The typical approach is to choose a test from the target market. According to Salant and Dillman (1994), a test might consist of a group of research participants picked at random from a larger population. And also, the target population in this research paper is active mobile user which use their smartphone device to buy goods via online. The main point that the sample taken from the population must be representative in order for the analyst to make inferences or apply theories to a population that has not been sufficiently researched (Maleske, 1995).

### 3.9.3.1 Determine Population and Sample Size

Formula for determining sample size:

$$s = X^2NP(1 - P) \div e^2(N - 1) + X^2P(1 - P)$$

#### Equation 1: Sample Size

s = required sample size

$X^2$  = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

N = the population size

P = the population proportion (assumed to be .50 since this would provide the maximum sample size)

e = the degree of accuracy expressed as a proportion / Margin of error (.05)

<i>N</i>	<i>S</i>
10000	370
15000	375
20000	377
30000	379
40000	380
50000	381
75000	382
1000000	384

*Note: N is population size, S is sample size*

**TABLE 3.1: FINITE POPULATION (MORGAN)**

**SOURCE: Krejcie & Morgan, 1970**



### 3.9.3.2 Calculation for Sample Size

**Calculation of sample size:**

***Step 1: Calculate Population Size***

$$N = [16.29(10^6)] (82.9\%) = 13,504,410$$

***Step 2: Calculate Sample Size***

$$s = \frac{3.841 \cdot 13504410 \cdot 0.5 \cdot 0.5}{0.05^2 (13504410 - 1) + (3.841 \cdot 0.5 \cdot 0.5)}$$

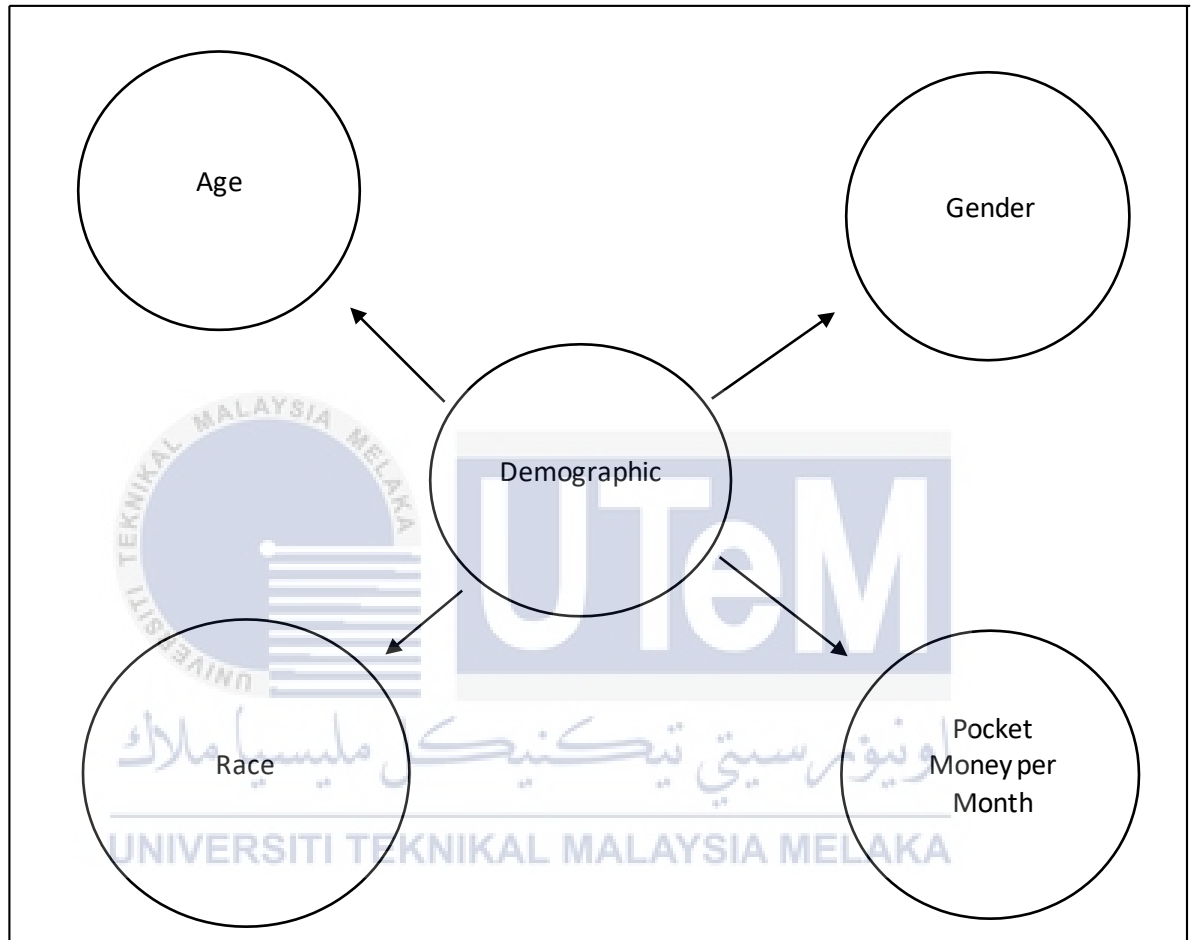
$$s = \frac{3.841 \cdot 13504410 \cdot 0.5 \cdot 0.5}{0.05^2 (13504410 - 1) + (3.841 \cdot 0.5 \cdot 0.5)}$$

$$s = \frac{12967609.7025}{33761.98275}$$

$$s = 384.08$$

$$s = 384$$

### 3.10 Respondent Profile



**FIGURE 3.2**

### 3.11 Data Analysis Method

The methods section describes the actions taken to investigate a research problem and the rationale for the use of the required steps or techniques used to identify, select, and interpret the data used to understand the problem, allowing the reader to critically evaluate the overall validity and reliability of the study.

#### 3.11.1 Descriptive Analysis

Descriptive statistics is the study of how to gather data reflecting objective phenomena (data tabulation), transform and present the gathered data in the form of charts (data visualization), and then derive reflections via thorough summaries and analysis (statistical summaries). a topic concerned with the regularity and quantitative properties of objective occurrences. The content of descriptive statistics covers statistical data collection techniques, data processing methods, data presentation methods, summary and analysis methods for data distribution features, and so on. The data summary is converted into a graph by image processing in order to easily grasp the distribution of the total data. The frequency distribution table is the most commonly used tool (frequency distribution table).

### 3.11.2 Reliability Analysis

The conceptual framework was analyzed using the statistical analysis tool SPSS 28.0, and the reliability was tested using Cronbach's alpha. SPSS is generally believed that when Cronbach's  $\alpha < 0.65$ , it is poor, and when Cronbach's  $\alpha > 0.65$ , it is questionable, when Cronbach's  $\alpha > 0.70$ , the reliability is acceptable. The reliability of each variable is greater than 0.70, and the reliability is good and excellent. In the validity analysis, the KMO measure value of each variable is greater than 0.6. The probability values (Sig. values) corresponding to the Bartlett sphericity test are all 0.000 (less than the significance level of 0.05), indicating that each variable is suitable for cooperative factor analysis (Table 1). In addition, the cumulative explanation rate of the variance of each factor in the results is 65.321%, which shows that the scale has a strong ability to explain the theory. It is generally the same, which shows that the scale has good validity.

**Table 3.2: Cronbach's Alpha Coefficient Range**

Source: (Saunders, Lewis & Thornhill, 2016)

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

### 3.11.3 Pearson Correlation Analysis

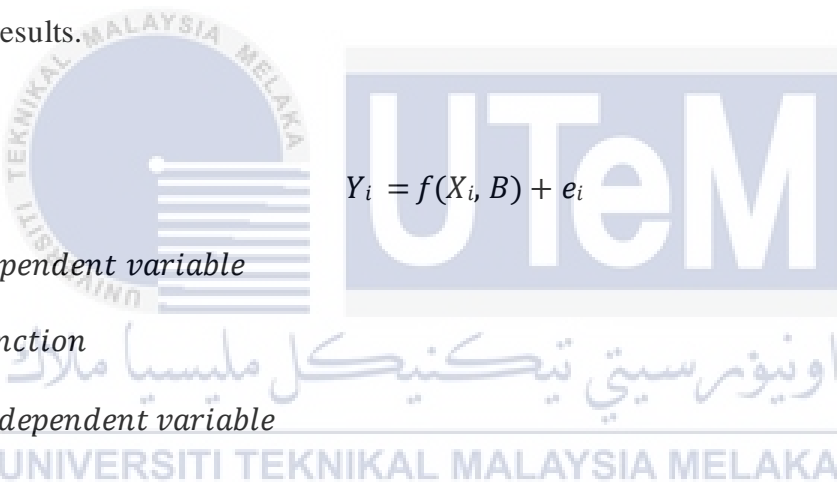
Pearson correlation analysis is a value between -1 and 1, which is used to describe the trend of two sets of linear data moving together. When the linear relationship between two variables increases, the correlation coefficient tends to 1 or -1; when one variable increases, the other variable also increases, indicating that there is a positive correlation between them, and the correlation coefficient is greater than 0; is large, but the other variable decreases, indicating that they are negatively correlated, and the correlation coefficient is less than 0; if the correlation coefficient is equal to 0, it indicates that there is no linear correlation between them.

**Table 3.3: Pearson Correlation Coefficient**

Correlation Coefficient Value (r)	Direction and Strength of Correlation
-1	Perfectly Negative
-0.8	Strongly Negative
-0.5	Moderate Negative
-0.2	Weakly Negative
0	No association
0.2	Weakly Positive
0.5	Moderate Positive
0.8	Strongly Positive
1	Perfectly Positive

### 3.11.4 Multiple Regression Analysis

In order to process this approach, the regression analysis have been chosen for the research conducted. Regression is a set of statistical methods that is virtually universally used in the analysis of medical research data. It measures the connections between one or more independent (predictor, explanatory) variables (IVs) and a dependent (response, outcome) variable (DV). The parameters of a statistical model that is fit to the observed data are used to determine these correlations statistically. Given the predefined model and the data presented, statistical software is used to generate the best feasible estimation of the model parameters. Regression may be used to answer a variety of research issues, including finding new predictors, calculating confounder adjusted causal effects, and forecasting future results.



$$Y_i = f(X_i, B) + e_i$$

$Y_i$  = dependent variable

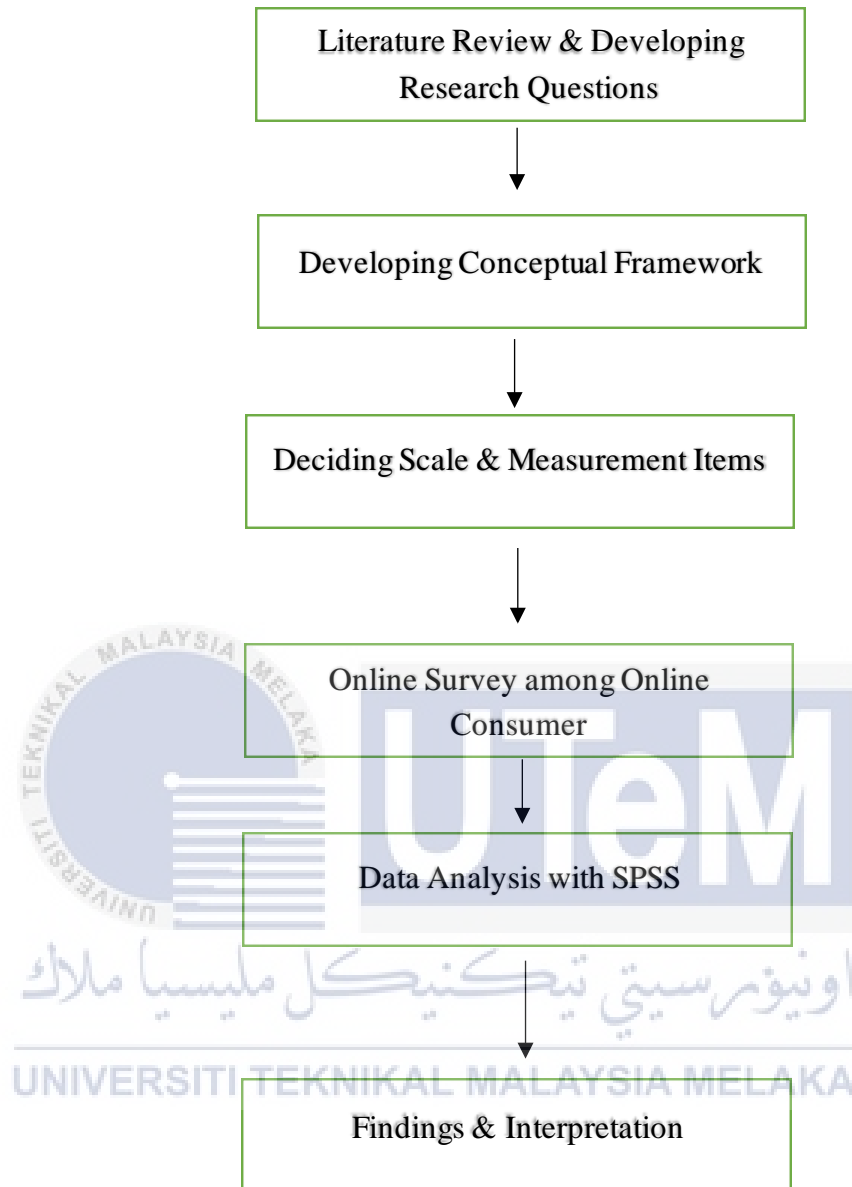
$f$  = function

$X_i$  = independent variable

$B$  = unknown parameters

$e_i$  = error terms

Despite this, in March 2020, Smart-PLS 3 (Ringle et al., 2015) and SPSS 28.0 were used as statistical analysis software tools. Due to the exploratory nature of the current study, Hair et al. (2014) recommends and recommends the PLS technique. PLS also favours non-parametric multi-group analysis for group comparisons due to its distribution-free character (Henseler, 2012). However, in this research SPSS will be used for data analyse. The research methodology adopted for this study is presented in Fig. 3.

**FIGURE 3.3**

### 3.12 Summary of Chapter 3

This chapter has described and explained the method that will be employ in this research paper. Also, the quantitative approach will be conduct to collect data. There is a measurement and scale will be inferred for the parameter of the research paper.

## CHAPTER 4

### DATA ANALYSIS

#### 4.1 Introduction

In this chapter, the results of the research conducted will be analyzed by using the quantitative method. The data collection is involved the youth that using mobile gadget actively. This chapter will explore the most characteristics of content marketing that impact the 'netizen' purchase impulsiveness, and determine the relationship between characteristics of content marketing and impulsiveness of purchasing intention. Lastly, estimate whether content marketing positively affect consumer on impulse-buying-behavior.

On top of that, the data analysis is followed by the pilot test to get an unbiased result finding of the research. The descriptive analysis will base on the 384 respondents who are required to answer the questionnaire that include 4 sections which is the Section A for demographic, Section B for the different title of the impulse-driven-purchase, Section C for the characteristics of content marketing towards the impulsiveness purchase intention, lastly, explore whether the content marketing positively impact the impulse purchase intention.



## 4.2 Pilot Test

Pilot test is a pre-test to ensure the accuracy and also the reliability of the questionnaire can be used to test the hypothesis if is convicted based on the sample size for pre-test=30 responses. Only that, then the questionnaire can be tested for the actual sample size by using the Cronbach's Alpha.

**Table 4.2.1: Reliability Statistic of Variables**

Source: SPSS Output

Variable	Cronbach's Alpha	N of items	Strength of Association
<b>Independent Variables</b>			
Value Added	0.658	3	Questionable
Interesting Content	0.743	3	Acceptable
Resonance	0.687	3	Questionable
Theme	0.725	3	Acceptable
<b>Dependent Variables</b>			
Situation	0.620	4	Questionable

Table 4.2.1 indicate that all of the variables are more than 0.6, which means that the 16 items have reliable consistency. All of the independent variables have 3 items stated under each. Whereas, the dependent variable has concluded 4 items. In the pilot test result, 3 independent variables have more than 0.6 Cronbach's Alpha measured by 3 items, indicating that is questionable which are 0.658, 0.687, and 0.620 for value-added, resonance, and situation respectively. And also find that have 2 independent variables more than 0.7 Cronbach's Alpha which is interesting content and theme show that 0.743 and 0.725 respectively.

**Table 4.2.2: Reliability Statistic of Overall Pilot Test**

Source: SPSS Output

<b>Cronbach's Alpha</b>	<b>N of items</b>	<b>Number of respondents</b>
0.779	16	30

Table 4.2.2 summarize that all of the variables for Cronbach's Alpha is 0.779 which is bigger than 0.7 that measured by 16 items. As a conclusion, it has greater reliable consistency.

### 4.3 Respondent Rate

**Table 4.3: Respondent Rate**

Source: Develop from the Research

	<b>Total</b>	<b>Percent (%)</b>
<b>Number of Questionnaires Distributed</b>	384	100
<b>Fully Response</b>	384	100

The number of questionnaires distributed is 384 as mentioned in 3.8.1. The total responses of the distributed questionnaire are 384 sets which provide the testing result more fairly accuracy. The respondents are collected via online Google Form. The table 4.3 has show that there's a fully response (100%) on the distributed questionnaire which is 384 sets.

#### 4.4 Descriptive Data Analysis of Demographic Respondents

In this part, the required data for descriptive statistic are collected from Section A of the questionnaire form. The data analyze result of the demographic of respondent such as gender, race, age, pocket money per month and the type of impulse purchase person will be tabulated and presented in separate tabulated form for each.

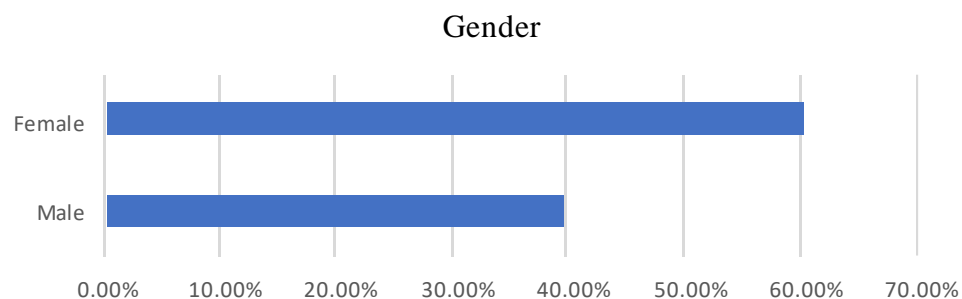
##### 4.4.1 Gender

The table 4.4.1 and figure 4.1 shown that 384 respondents have participated in the research. Out of the respondents, 151 (39.3%) respondents are male and 233 (60.7%) respondents are female. This indicate that female respondents are higher than male respondents.

**Table 4.4.1: Gender of Respondents**

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Valid	Male	151	39.3	39.3	39.3
	Female	233	60.7	60.7	100
	Total	384	100	100	

Source: SPSS Output



**Figure 4.1: Gender of Respondents**

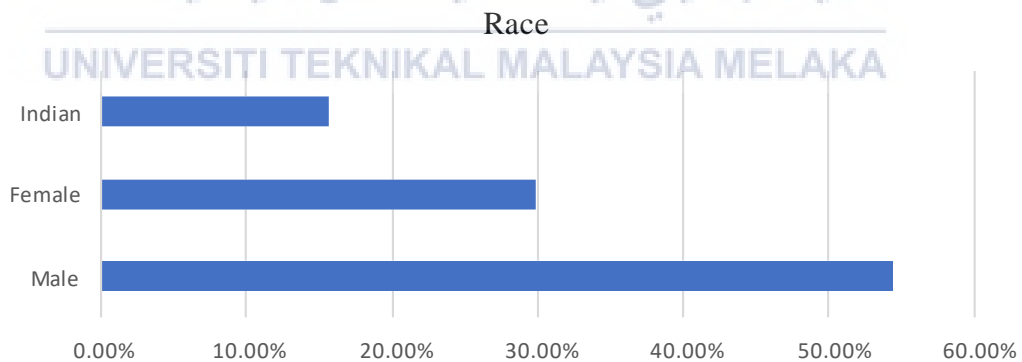
#### 4.4.2 Race

The table below shows that the larger frequency in race responses is Malay which is 209 (54.4%), followed by the Chinese and Indian respondents, 115 responses (29.9%) and 62 (15.6%) responses respectively.

**Table 4.4.2: Race of Respondents**

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Valid	Malay	209	54.4	54.4	54.4
	Chinese	115	29.9	29.9	84.4
	Indian	60	15.6	15.6	100
	Total	384	100	100	

Source: SPSS Output



**Figure 4.2: Race of Respondents**

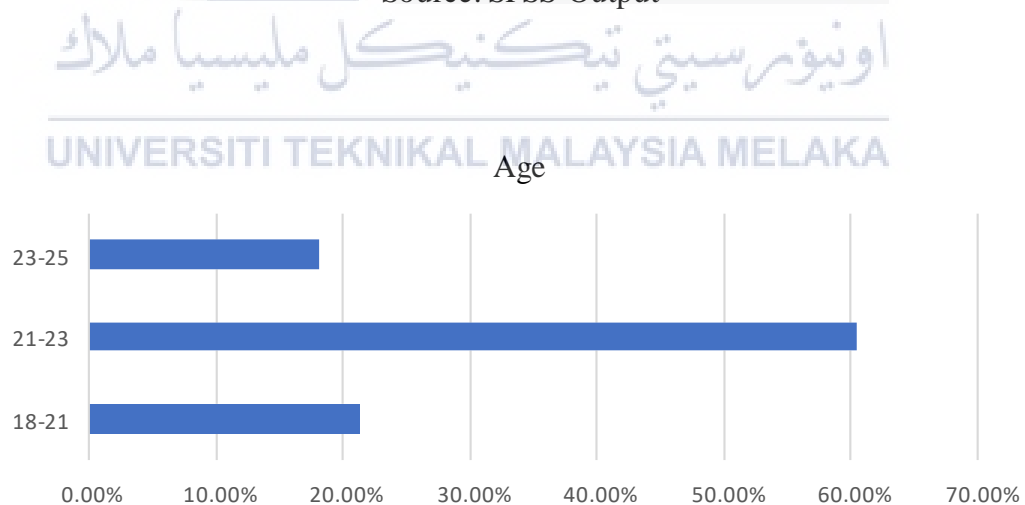
### 4.4.3 Age

The table below shows the frequency of the group age who participate in this research questionnaire. In the table has show that there are 3 age groups. The majority respondents are from the 21-23 age group (60.4%), followed by the 18-21 age group and 23-25 age group which contribute 21.4% and 18.2% respectively.

**Table 4.4.3: Age of Respondents**

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Valid	18-21	82	21.4	21.4	21.4
	21-23	232	60.4	60.4	81.8
	23-25	70	18.2	18.2	100
	Total	384	100	100	

Source: SPSS Output



**Figure 4.3: Age of Respondent**

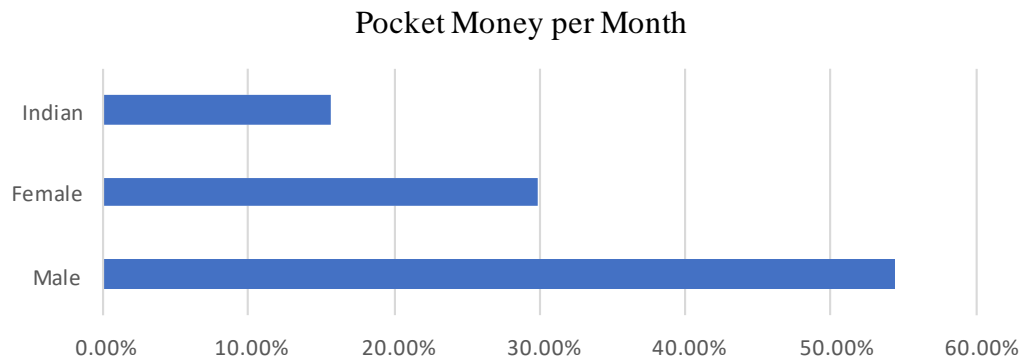
#### 4.4.4 Pocket Money per Month

The table below shows that there are 178 respondents (46.4%) have pocket money per month between RM500-RM700 as youngers Malaysian. Followed by the pocket money per month of RM300-RM500, with 160 respondents (41.7%) and 46 respondents (12%) have less than RM300 pocket money per month.

**Table 4.4.4: Pocket Money per Month**

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Valid	Less than RM300	46	12.0	12.0	12.0
	RM300-RM500	160	41.7	41.7	53.6
	RM500-RM700	178	46.4	46.4	100
	Total	384	100	100	

Source: SPSS Output



**Figure 4.4: Pocket Money per Month**

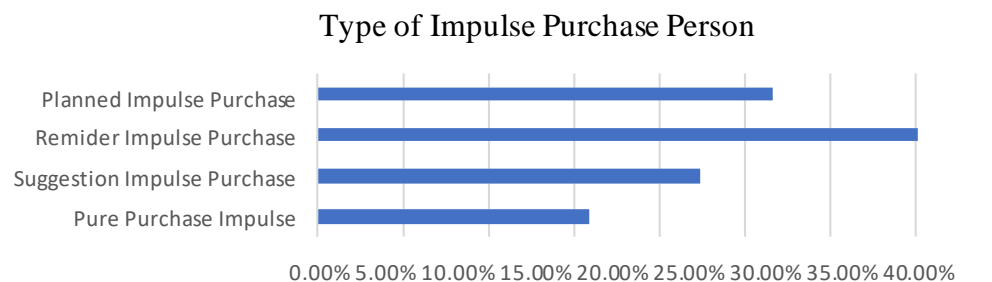
#### 4.4.5 Type of Impulse Purchase Person

The table below shows that 135 respondents (35.2%) are reminder impulse purchase person, 102 respondents (26.6%) are planned impulse person, 86 respondents (22.4%) are suggestion impulse person and 61 respondents (15.9%) are pure impulse person.

**Table 4.4.5: Type of Impulse Purchase Person**

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent
Valid	Pure Purchase Impulse	61	15.9	15.9	15.9
	Suggestion Impulse Purchase	86	22.4	22.4	38.3
	Reminder Impulse Purchase	135	35.2	35.2	73.4
	Planned Impulse Purchase	102	26.6	26.6	100
	Total	384	100	100	

Source: SPSS Output



**Figure 4.5: Type of Impulse Purchase Person**

#### 4.4.6 Summary of Descriptive Analysis

**Table 4.4.6: Summary of Demographic Data**

<b>Demographic Components</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>1. Gender</b>		
• Male	<b>151</b>	<b>39.3</b>
• Female	<b>233</b>	<b>60.7</b>
<b>2. Race</b>		
• Malay	<b>209</b>	<b>54.4</b>
• Chinese	<b>115</b>	<b>29.9</b>
• Indian	<b>60</b>	<b>15.6</b>
<b>3. Age</b>		
• 18-21	<b>82</b>	<b>21.4</b>
• 21-23	<b>232</b>	<b>60.4</b>
• 23-25	<b>70</b>	<b>18.2</b>
<b>4. Pocket Money per Month</b>		
• Less than RM300	<b>46</b>	<b>12.0</b>
• RM300-RM500	<b>160</b>	<b>41.7</b>
• RM500-RM700	<b>178</b>	<b>46.4</b>
<b>5. Impulse Purchase Person</b>		
• Pure Impulse Purchase	<b>61</b>	<b>15.9</b>
• Suggestion Impulse Purchase	<b>86</b>	<b>22.4</b>
• Reminder Impulse Purchase	<b>135</b>	<b>35.2</b>
• Planned Impulse Purchase	<b>102</b>	<b>26.6</b>

Source: SPSS Output



#### 4.4.7 Descriptive Analysis of Value Added

IV1		N	Minim um	Maxim um	Mean	Std.Devia tion
<b>VA1</b>	The information of the product is easy for me to absorb and understand that make me buy goods without carefully thinking.	384	1	5	3.92	<b>1.105</b>
<b>VA2</b>	Valuable information is conveyed in a simple way that make me buy goods without thinking twice.	384	1	5	3.93	<b>1.081</b>
<b>VA3</b>	I felt more confident when the product as a result from the marketing content comfort me, then I will buy it instantly.	384	1	5	4.11	<b>.982</b>
<b>Valid N (listwise)</b>		384				

The table above shows that the mean and standard deviation of each question under value added. VA3 has recorded the highest mean value among the others which is 4.11. The second highest is VA2 with value 3.93. The third was question VA1 with value 3.92. The overall mean was 3.98 means that most of the respondent agree with the question that distributed in questionnaire.

For the standard deviation, VA1 has the highest standard deviation with value 1.105. Followed by the second was VA2 with the value 1.081 and followed by VA3 with the value of 0.982.

#### 4.4.8 Descriptive Analysis of Interesting Content

IV2		N	Minim um	Maxim um	Mean	Std.Devia tion
<b>IC1</b>	The real-life content of the advertisement makes me want to buy it instantly.	384	1	5	3.54	<b>1.041</b>
<b>IC2</b>	I recall back the brand of product I liked when I heard the jingle song that make me want to buy it without thinking twice.	384	1	5	3.66	<b>.991</b>
<b>IC3</b>	An impressive product demonstration video that illustrates how the product works clearly, will attract me want to purchase the product immediately.	384	1	4	3.58	<b>.681</b>
<b>Valid N (listwise)</b>		384				

The table above tabulated all the mean and standard deviation for each question under interesting content. IC2 has recorded the highest mean with value 3.66, followed by IC3 with value 3.58. The lowest was question IC1 with value 3.54. The overall mean was 3.60 means that most of the respondent agree with the question that distributed in questionnaire.

For the standard deviation, IC1 has the highest standard deviation with value 1.041. The second was IC2 with the value .991 and followed by the last one which is IC3 with the value of 0.681.

#### 4.4.9 Descriptive Analysis of Resonance

IV3		N	Minim um	Maxim um	Mean	Std.Devia tion
<b>R1</b>	When I visit a place has the special history or memories for me, I will buy things in the place as souvenir.	384	1	5	3.71	<b>.918</b>
<b>R2</b>	The advertising touch the inner emotions of me.	384	1	5	3.75	<b>.922</b>
<b>R3</b>	The product has the sweet spot or one of my memories that has connection with me.	384	1	4	3.71	<b>.556</b>
<b>Valid N (listwise)</b>		384				

The table above tabulated the mean and standard deviation for each items under resonance. R2 has achieved the highest mean value with 3.75, followed by R1 and R3 both of them have the same value is 3.71. The overall mean was 3.72 means that most of the respondent agree with the question that distributed in questionnaire.

For the standard deviation, R2 was the highest standard deviation with value .922. The second was R1 with the value .918 and followed by R3 with the value of 0.556.

#### 4.4.10 Descriptive Analysis of Theme

IV4		N	Minim um	Maxim um	Mean	Std.Devia tion
<b>T1</b>	I will buy the product without hesitation if the product is collaborated with charitable organization.	384	1	5	4.07	<b>.942</b>
<b>T2</b>	I will buy the product if there is a roadshow event that is selling product at discount price or package sales.	384	1	5	4.34	<b>.819</b>
<b>T3</b>	I only will buy collection series product that has anime characters or heroes that I love.	384	1	5	4.33	<b>.859</b>
<b>Valid N (listwise)</b>		384				

The table above shows that the mean and standard deviation of each question under theme. The highest mean was scored by T2 with value 4.34, followed by T3 with value 4.33. The third was question T1 with value 4.07. The overall mean was 4.25 means that most of the respondent agree with the question that distributed in questionnaire.

For the standard deviation, T1 shows the highest standard deviation with value .942. Rank at the second was T3 with the value .859 and followed by T2 with the value of 0.819.

#### 4.4.11 Descriptive Analysis of Situation

DV		N	Minim um	Maxim um	Mean	Std.Devia tion
<b>S1</b>	I will buy things immediately if the product brings extra benefits to me.	384	1	5	4.12	<b>1.039</b>
<b>S2</b>	I will buy things immediately when the product has come out with a new design of product with the interesting trailer.	384	1	5	3.71	<b>1.028</b>
<b>S3</b>	I will buy things immediately when the others said that stuff is cool or beautiful.	384	1	4	3.62	<b>.639</b>
<b>S4</b>	I will buy things immediately when there's a promotion sale.	384	1	5	4.38	<b>.846</b>
<b>Valid N (listwise)</b>		384				

The table above shows that the mean and standard deviation of each question under situation. S4 has the highest mean value among the items (situation) with value 4.38, followed by S1, S2 and S3 with value 4.12, 3.71 and 3.62 respectively. The overall mean was 3.96 means that most of the respondent agree with the question that distributed in questionnaire.

For the standard deviation, S1 has scored the highest standard deviation with value 1.039. The second place was S2 with the value 1.028 and followed by S4 with the value of .846 and the lowest was S3 with the value of .639.

#### 4.5 Reliability Test

**Table 4.5.1: Reliability Statistic of All Variables**

Variable	Cronbach's Alpha	N of items	Strength of Association
<b>Independent Variables</b>			
Value Added	0.902	3	Excellent
Interesting Content	0.849	3	Good
Resonance	0.807	3	Good
Theme	0.891	3	Good
<b>Dependent Variables</b>			
Situation	0.663	4	Questionable

Source: SPSS Output

Table 4.5.1 indicate that all of the variables are reliable consistency. All of the independent variables have 3 items be measure stated under each. Additionally, the dependent variable has consisted 4 items. It shows that all the variables have greater than 0.6 Cronbach's Alpha which consider reliable. Cronbach's Alpha for value added has the highest record 0.902. Besides, there is 3 items is in the same range which are interesting content, resonance, and theme for 0.849, 0.807, and 0.891 respectively. Lastly, Cronbach's Alpha of situation for 0.663.

**Table 4.5.2: Reliability of Overall Variables**

Cronbach's Alpha	N of items	Number of respondents
0.770	16	384

Source: SPSS Output

Table 4.5.2 summarize that all of the variables for Cronbach's Alpha is 0.770 which is more than 0.7 that measured by 16 items. As a conclusion, it has greater reliable consistency.

## 4.6 Inferential Statistic Analysis

### 4.6.1 Pearson's Correlation Analysis

**Table 4.6.1.1: Correlations**

		VA	IC	R	T	S
<b>IV 1</b>	<b>Pearson Correlation</b>	1	.055	-.027	.208**	<b>.681**</b>
	<b>Sig. (2-tailed)</b>		.280	.602	< .001	< .001
	<b>N</b>	384	384	384	384	384
<b>IV 2</b>	<b>Pearson Correlation</b>	.055	1	.128*	-.063	<b>-.095</b>
	<b>Sig. (2-tailed)</b>	.280		.012	.219	.062
	<b>N</b>	384	384	384	384	384
<b>IV 3</b>	<b>Pearson Correlation</b>	-.027	.128*	1	.019	<b>-.073</b>
	<b>Sig. (2-tailed)</b>	.602	.012		.714	.152
	<b>N</b>	384	384	384	384	384
<b>IV 4</b>	<b>Pearson Correlation</b>	.208**	-.063	.019	1	<b>.530**</b>
	<b>Sig. (2-tailed)</b>	< .001	.219	.714		< .001
	<b>N</b>	384	384	384	384	384
<b>DV</b>	<b>Pearson Correlation</b>	<b>.681**</b>	<b>-.095</b>	<b>-.073</b>	<b>.530**</b>	1
	<b>Sig. (2-tailed)</b>	< .001	.062	.152	< .001	
	<b>N</b>	384	384	384	384	384

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

Source: SPSS Output

\*Correlation is significant at the 0.05 level (2-tailed)

The table 4.6.1 tabulates the relationship between all the independent variables (value added, interesting content, resonance and theme) and the dependent variable (situation). It has indicated the independent variables has the significant relationship with dependent variable if the correlation value greater than 0.5.

In this analysis, the correlation value between value added and situation is 0.681 which indicate that there is a positive relationship between them. Additionally, the correlation value between interesting content and situation is -0.095 which means that it is perfectly negative relationship between the independent variable (IC) and dependent variable (S). In addition, the correlation value between resonance and situation is -0.073, it is also indicated there is a weakly negative relationship between them. For the correlation value between theme and situation is 0.530, so, it shows that there is a moderate positive relationship.

**Table 4.6.1.2: Strength of Pearson's Correlation Coefficient**

Independent Variables	Pearson's Correlation	Strength of Association
Value Added	0.681	Moderate Positive
Interesting Content	-0.095	Weakly Negative
Resonance	-0.073	Weakly Negative
Theme	0.530	Moderate Positive

Source: Developed from Research



#### 4.6.2 Multiple Regression Analysis

**Table 4.6.2.1: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 <sup>a</sup>	.675	.672	.27187

Source: SPSS Output

a. Predictors: (Constant), Value Added, Interesting Content, Resonance, Theme

The table 4.6.2.1 tabulates the results of multiple regression analysis into modelsummary<sup>a</sup> which is generate by SPSS software. The model summary<sup>a</sup> present that the R value is 0.822<sup>a</sup> while the R square is 0.672 which is 67.2%. It shows that 67.2 of variance affected impulsiveness purchasing intention can be determined by variance of value added, interesting content, resonance and theme which means that it is acceptable.

**Table 4.6.2.2: ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Squares	F	Sig
1 <b>Regression</b>	58.236	4	14.559	196.971	< .001 <sup>b</sup>
<b>Residual</b>	28.014	379	.074		
<b>Total</b>	86.250	383			

Source: SPSS Output

a. Dependent Variable: Impulsiveness of purchasing intention

b. Predictors: (Constant), Value Added, Interesting Content, Resonance, Theme

According to the table 4.6.2.2 ANOVA<sup>a</sup>, the F-test value is 196.971 with a significant level of 0.001. The p value less than 0.05 ( $p < 0.05$ ), it's also proved that value added, interesting content, resonance and theme correlated to impulsiveness purchasing intention.

**Table 4.6.2.3: Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	.656	.127		5.169	<.001
VA	.234	.015	.450	14.986	<.001
IC	.154	.017	.431	7.540	<.001
R	.138	.020	.202	6.842	<.001
T	.221	.018	.390	12.983	<.001

Source: SPSS Output

## a. Dependent Variable: Impulsiveness of purchasing intention

According to the table 4.6.2.3, B value for value added (VA), interesting content (IC), resonance (R), and theme (T) is to determine whether towards the impulsiveness purchasing intention. The regression coefficient value of VA (B=.234), IC (B=.017), R (B=.138) and T (B=.221) are positive. All of the independent variable has the same significance level which is  $p < 0.001 < 0.05$ . The t value for value added, interesting content, resonance and theme are 12.983, 7.540, 6.842, and 14.986 respectively.

### 4.6.3 Hypothesis Testing

**Hypothesis 1:** Testing the value added and impulsiveness purchasing intention.

Ho1: There is no significant value between value added and impulsiveness purchasing intention.

Ha1: There is significant value between value added and impulsiveness purchasing intention.

Based on the table 4.6.2.3 of Coefficient<sup>a</sup>, the hypothesis (Ha1) is valid. Because the value of significance is  $< 0.001$  which is below 0.05 significant level. It also means that there is a significant relationship between value added and impulsiveness purchasing intention. Hence, the hypothesis (Ha1) is accepted.

**Hypothesis 2:** Testing the interesting content and impulsiveness purchasing intention.

Ho2: There is no significant value between interesting content and impulsiveness purchasing intention.

Ha2: There is significant value between interesting content and impulsiveness purchasing intention.

Based on the table 4.6.2.3 of Coefficient<sup>a</sup>, the hypothesis (Ha2) is valid. Because the value of significance is  $< 0.001$  which is below 0.05 significant level. It also means that there is a significant relationship between interesting content and impulsiveness purchasing intention. Hence, the hypothesis (Ha2) is accepted.

**Hypothesis 3:** Testing the resonance and impulsiveness purchasing intention.

Ho3: There is no significant value between resonance and impulsiveness purchasing intention.

Ha3: There is significant value between resonance and impulsiveness purchasing intention.

Based on the table 4.6.2.3 of Coefficient<sup>a</sup>, the hypothesis (Ha3) is valid. Because the value of significance is  $< 0.001$  which is below 0.05 significant level. It also means that there is a significant relationship between resonance and impulsiveness purchasing intention. Hence, the hypothesis (Ha3) is accepted.

**Hypothesis 4:** Testing the theme and impulsiveness purchasing intention.

Ho4: There is no significant value between theme and impulsiveness purchasing intention.

Ha4: There is significant value between theme and impulsiveness purchasing intention.

Based on the table 4.6.2.3 of Coefficient<sup>a</sup>, the hypothesis (Ha4) is valid. Because the value of significance is  $< 0.001$  which is below 0.05 significant level. It also means that there is a significant relationship between theme and impulsiveness purchasing intention. Hence, the hypothesis (Ha4) is accepted.

**Table 4.6.2.4: Hypothesis Testing**

<b>Hypotheses</b>	<b>P-Value</b>	<b>Result</b>
Ha1: There is significant value between value added and impulsiveness purchasing intention.	< 0.001	Accepted
Ha2: There is significant value between interesting content and impulsiveness purchasing intention.	< 0.001	Accepted
Ha3: There is significant value between resonance and impulsiveness purchasing intention.	< 0.001	Accepted
Ha4: There is significant value between theme and impulsiveness purchasing intention.	< 0.001	Accepted

Source: Developed from Research

The table 4.6.2.4 of hypothesis testing, the table above tabulates that Ho1, Ho2, Ho3, and Ho4 is accepted. The characteristic of content marketing has attribute towards the impulsiveness purchasing intention among the youth of Malaysian. Since, all the p value is below than 0.05 significance level.

#### 4.7 Summary of Chapter 4

As summarize, this research found that each of the hypothesis is accepted due to the significance level is below than 0.05. However, only value added (VA) and theme (T) have impact towards impulsiveness purchasing intention directly whereby the r value of Pearson's Correlation 0.681 and 0.530 respectively.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Introduction

This chapter discuss the results of the descriptive analysis as well as the research objective based on the SPSS output. A comprehensive outcome will be discussed with the implication of the research.

#### 5.2 Discussion of Findings

In this research paper 'The Characteristics of Content Marketing towards the Impulsiveness of Purchasing Intention', there are 3 objectives have been measured with the parameter testing by using the SPSS software. There are 4 independent variables which included value added, interesting content, resonance, and theme and also 1 dependent variable to be used in the research conceptual framework. The results finding have been obtained from Chapter 4 which to fix the created objective in Chapter 1.

#### 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?

### 5.2.1 Research Objective 1: To identify the main characteristic of content marketing that impact 'netizen' purchase impulsiveness

Based on the tabulated data in Chapter 4, all of the independent variable has the potential to impact the impulse purchasing intention. However, to figure out the main characteristic of content marketing that impact 'netizen' purchase impulsiveness. There are 4 independent variables that have been choose to determine the main characteristic of content marketing that impel consumer (among youth of Malaysian) on impulsiveness purchasing intention.

With the Beta value for value added, interesting content, resonance, and theme are .234, .154, .138, and .221 respectively. Regarding the value that was mentioned, the value added without any doubt and deny, it is the main characteristic of content marketing that impel 'netizen' to buy things impulsiveness among the youth of Malaysian which has the highest value of Unstandardized Coefficient beta value (.234).

In this research has proven by the previous study, state the value is determined by the utility that a certain commodity or service brings to the buyer. A potential buyer determines the maximum price he is willing to pay according to the utility that the target product can bring him, and countless potential buyers form countless maximum prices, thus forming a demand curve for the product. The price represented by the intersection of the commodity demand curve and the supply curve is the market equilibrium price of the commodity (Xu, et al., 2013).

### 5.2.2 Research Objective 2: To determine the relationship between characteristic of content marketing and the impulsiveness of purchasing intention

To reach the research objective 2, based on the results from multiple regression analysis, the  $R^2$  value for all the independent variables (value added, interesting content, resonance, and theme) is .675. From the results finding, it has demonstrated the characteristic of content marketing (value added, interesting content, resonance, and theme) towards the impulsiveness purchasing intention.

As a marketing method, it aims to impact consumers so as to increase the sales share of commodities and improve the exposure of corporate commodities. The concept of content marketing was first formally proposed in the physical store. With the progress of the times and the popularity of online shopping, it should not only be used in offline store, but should also be extended to the online Internet. In this paper, the content marketing is mainly reflected into stimulation aspects which consist these elements (color, image and design layout, commodity introduction, advertisement).

In previous research, various marketing-related aspects towards the impulse purchase behavior, such as product qualities and advertising efforts, (Chen and Yao, 2018; Chopdar and Balakrishnan, 2020; Liao et al., 2016). There is little research that looks at how situational cues affect impulse purchase behavior, despite the fact that previous empirical studies have postulated the influence of website and marketing stimuli on this behavior (Parboteeah et al., 2009). (Chan et al., 2017). Based on the multiple regression analysis, it shows a higher B value among the independent variables impact towards the impulsiveness purchase intention. The B value of value added (VA) .234 at significance level  $< 0.001$ . Followed by the B value is .221 .154 .and .138 for theme (T), interesting content (IC), resonance (R) respectively.



### **5.2.3 Research Objective 3: To estimate whether the characteristics of content marketing positively affect consumer on impulse-buying-behavior**

In this research, based on the table 4.6.1.2 of Pearson's Correlation, there are only 2 independent variables has the positive relationship with the dependent. The r value for these two independent variables is .681 and .530 for value added and theme. It is indicated that the relationship between independent variables for value added (VA) and theme (T) is moderate positive. Whereas, the relationship between the independent variables for interesting content and resonance with impulsiveness purchase intention is weakly negative which is -.095 and -.073 respectively.

Content marketing cues are helpful in many virtual shopping scenarios to trigger emotional reactions and readiness to make impulsive purchases (Chan et al., 2017, Zheng et al., 2019). These studies highlight the value of content marketing cues in grabbing customers' attention and encouraging them to make a purchase. In this research found that the independent variable for value added is positively affect consumer on impulse purchase intention which has the highest r value .681. As stated in previous study, there has been a clear shift of power from vendors to buyers, which has transformed the Web into a social networking platform. The prevalence of the internet has increased, which has had a huge impact on consumers, brands, and products (M.Vasan, 2021).

According to Miyazaki et al. (2005), stimulus improvement affects how consumers make decisions. People will believe that a campaign will save them money if it is effective. If they do not get the promotion, they will be more likely to be disappointed. Shin et al. (2017) discovers that the matching of individual objectives and decision-making techniques in the individual decision-making process influences consumer perceptions of value. According to the result, theme (T) is a fact that can positively affect consumer purchase goods impulsiveness. According to Inman and McAlister, 1994, a campaign will probably result in a new sales high as the deadline draws near, which implies that the duration of a promotion can have a significant influence on customer purchases.

### 5.3 Implication of Research

This study demonstrated an insight of content marketing, which is well-known the four independent variables and understand each of them affect the consumer on impulse purchase. Content marketing involves a focus on particular target customer groups as well as long-term strategic production and dissemination of useful information (including articles, pictures, videos, broadcasts, etc.). During the long-term digesting process of potential consumers, convert strangers to customers. This research can contribute to the marketing department, they can approach the use of content marketing to assist businesses in developing long-term brand loyalty, providing customers with useful information, and increasing consumer intent to purchase a company's products in the future. This marketing strategy does not include direct sales. Rather, it seeks to establish long-term trust and connections with prospective consumers. Because each purchasing decision made by a consumer is driven by impulsiveness, which is affected by the characteristics of content marketing,

Furthermore, with implication practically every firm on the globe engaging in content marketing activities, it is clear that the medium is crucial to global economic growth. And the reason for this is straightforward: content marketing links everything. It is the thread that binds information, customers, and brands together. Through this research, the employer should be able to analyze the recent economic market and trend of the marketplace. With the cause-related marketing of impulsiveness purchase, goods having functional value, experiential value, emotional value, and communication value are ideal items in the new marketing stage, when consumer demand is getting more customized and customers are becoming more “picky” about products.

## 5.4 Conclusion

This study explored the characteristic of content marketing towards the impulsiveness purchasing intention. Through questionnaires, it was found that customer usually has no recognition for impulse purchase affected by content marketing. This also highlights the need for this study to be researched and carried out. In addition, based on the results in Chapter 4, content marketing is a comprehensive process that includes everything from top-level strategy planning to content deployment. Many companies nowadays strive to attain good content marketing outcomes. Thus, it is an important part for organization to enhance and strengthen the tactic.

The study's goal is to examine the association between content marketing characteristics and impulsiveness in purchasing intention. Purchase intent of customers impacted by various factors was studied. We identified four independent factors for the study: value contributed, engaging material, resonance, and theme. To summaries, the findings of this study clearly imply that current data on two aspects of content marketing have a beneficial impact on customer impulse purchases.

For society group, those results provide useful insights for people come from different social stratum. The findings indicate that it is necessary to thoroughly consider such different perspective of every single person also be affected and cause the impulse-buying-action. This research also indicated, as content marketing activities is important for company, content marketing is a strategic marketing technique that focuses on developing and delivering useful, relevant, and consistent content in order to attract and maintain a specific target audience—and, eventually, to generate lucrative customer action.

### 5.5 Recommendation

Due to time restrictions, the sample may struggle to generalize more responses. As a result, the huge sample should be combined with more people to be collected countrywide. Respondents should be limited to certain vocations, such as college students, to increase the validity and reliability of the research. A future study could also investigate content marketing in an industry in terms of the upstream and downstream value chains, as well as if their downstream customers and upstream customers are the same.

The proposal is based on a study that links content marketing to impulse purchase intentions in practice. Furthermore, future studies should take into account other factors that may impact the customer's impulse-purchase intention.



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## APPENDIX A

### Gantt Chart of Final Year Project I

Task / Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
FYP Talk									M							
Search for FYP Topic									I							
Meeting with Supervisor									D							
Topic Discussion									-							
Title Confirmation									S							
Develop RO & RQ									E							
Submission Problem Statement									M							
Revised Problem Statement									B							
Develop Chapter 1-3									R							
Submission of FYP 1									E							
FYP Presentation 1									A							
Final Edit FYP report & Submission									K							

### Gantt Chart of Final Year Project II

Task / Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Planning Gantt Chart									M						
Constructing of Questionnaire									I						
Revised for Questionnaire									D						
Questionnaire Distribution & Pilot Test									-						
Data Collection									S						
Data Analysis									E						
Chapter 4 & Chapter 5									M						
Submit Full Draft FYP															
Revised FYP									B						
Finalize for FYP Report									R						
FYP Presentation 2									E						
Correction for FYP									A						
FYP Full Report Submission									K						



## APPENDIX B

### SECTION A

The following question is to collect for respondent profile purpose:

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1. Gender

- ☐ MALE  
☐ FEMALE

2. Race

- ☐ Malay  
☐ Chinese  
☐ India

Other:

3. Age

- ☐ 18-21  
☐ 21-23  
☐ 23-25

4. Pocket Money per Month

- ☐ Less than RM300  
☐ RM300-500  
☐ RM500-700

## SECTION B

There's a few of check boxes, please select the appropriate response to indicate how you feel about the purchase impulse action.

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1. Please select which type of person you are.

☐ When come to the checkout counter, there's some products are placed next to it which trigger an emotional purchase.

☐ When you going to do something for example like facial, the sales person will recommend the person to buy some beauty products for extra benefits so that skin will be more tighten and lighten. In essence, you still buy the things you do not really need, but the reasoning makes you to purchase.

☐ When you are just pass by the store, but then the product in the shop just like a reminder that make you want to buy it for stock up.

☐ You buy things follow the purchase item list, but when there's a promotion, at the end you buy more than you need.

2. What is the characteristic of content marketing that you think will make you impulse buy things? Please rate from the most influenced – 4 to the least influenced -1.

	Ranking 4-1
Value Added	
Interesting Content	
Resonance	
Theme	

## SECTION C

Those characteristics of content marketing which are influence people buy goods. Based on your purchase experience, respondents are please to rate the appropriate scale which is the 1- Strongly Disagree, 2 – Disagree, 3 – Moderate, 4 – Agree and 5 – Strongly Agree to the statement that provided.

**1- Strongly Disagree**

**2- Disagree**

**3- Moderate**

**4- Agree**

**5- Strongly Agree**

VALUE ADDED	1	2	3	4	5
The information of the product is easy for me to absorb and understand that make me buy goods without carefully thinking.					
Valuable information is conveyed in a simple way that make me buy goods without thinking twice.					
I felt more confident when the product as a result from the marketing content comfort me, then I will buy it instantly.					

Those characteristics of content marketing which are influence people buy goods. Based on your purchase experience, respondents are please to rate the appropriate scale which is the 1- Strongly Disagree, 2 – Disagree, 3 – Moderate, 4 – Agree and 5 – Strongly Agree to the statement that provided.

**1- Strongly Disagree**

**2- Disagree**

**3- Moderate**

**4- Agree**

**5- Strongly Agree**

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INTERESTING CONTENT	1	2	3	4	5
The real-life content of the advertisement makes me want to buy it instantly.					
I recall back the brand of product I liked when I heard the jingle song that make me want to buy it without thinking twice.					
An impressive product demonstration video that illustrates how the product works clearly, will attract me want to purchase the product immediately.					

Those characteristics of content marketing which are influence people buy goods. Based on your purchase experience, respondents are please to rate the appropriate scale which is the 1- Strongly Disagree, 2 – Disagree, 3 – Moderate, 4 – Agree and 5 – Strongly Agree to the statement that provided.

**1- Strongly Disagree**

**2- Disagree**

**3- Moderate**

**4- Agree**

**5- Strongly Agree**

Mostly, people are sharing their experience, the thoughts and feelings to other. A resonance content is not only satisfied ourself but also fulfill others need and the feeling of heart.

RESONANCE	1	2	3	4	5
When I visit a place has the special history or memories for me, I will buy things in the place as souvenir.					
The advertising touch the inner emotions of me.  (Example: When there's an Africa Child Hunger ads appear, will buy things/ donate for them through NGO)					
The product has the sweet spot or one of my memories that has connection with me.  (Example: People are selling 'handmade great-grandmother food', I will buy it instantly just to want taste again and bring back those good memories for me.)					

Those characteristics of content marketing which are influence people buy goods. Based on your purchase experience, respondents are please to rate the appropriate scale which is the 1- Strongly Disagree, 2 – Disagree, 3 – Moderate, 4 – Agree and 5 – Strongly Agree to the statement that provided.

**1- Strongly Disagree**

**2- Disagree**

**3- Moderate**

**4- Agree**

**5- Strongly Agree**

Mostly, the event will be held with a ‘theme’ that attract people come to buy their products.

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THEME	1	2	3	4	5
I will buy the product without hesitation if the product is collaborated with charitable organization.					
I will buy the product if there is a roadshow event that is selling product at discount price or package sales.					
I only will buy collection series product that has anime characters or heroes that I love.					

## SECTION D

This section is aiming for people purchase reflection experience, respondents are please to rate the appropriate scale which is the 1 - Strongly Disagree, 2 – Disagree, 3 – Moderate, 4 – Agree and 5 – Strongly Agree to the statement that provided.

The situation here is to illustrate when people buy things impulse that relate back with the characteristics of content marketing.

**1- Strongly Disagree**

**2- Disagree**

**3- Moderate**

**4- Agree**

**5- Strongly Agree**

SITUATION	1	2	3	4	5
I will buy things immediately if the product brings extra benefits to me.					
I will buy things immediately when the product has come out with a new design of product with the interesting trailer.					
I will buy things immediately when the others said that stuff is cool or beautiful.					
I will buy things immediately when there's a promotion sale.					