

Study of Lazada in Malaysia Reveals the Impact of Social Media Marketing, Brand Trust, And Brand Loyalty on Consumers' Intention to Buy

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ABSTRACT

Lazada Group, which was founded in 2012, is the top online shopping platform in Southeast Asia. During the Covid-19 outbreak, a lot of people have switched to electronic purchasing. Online buying is therefore anticipated to become commonplace in the post-pandemic economy. In Malaysia, Lazada seizes the chance and gains market share. This study intends to investigate if social media marketing, brand trust, and brand loyalty can affect Malaysian Lazada users' purchasing intentions. The information was gathered from 150 Lazada users who joined in the online survey through a google form. The results demonstrate social media marketing, brand trust, and brand loyalty influence Lazada users' purchasing intentions. Thus, this study focused on reference and intensity understanding of its correlations and a long-term relationship with its customers.

Keywords: Social media marketing, brand trust, brand loyalty, users' purchasing intentions.

INTRODUCTION

The COVID-19 pandemic has affected negatively on the worldwide economy, businesses, and organisations. Because of the total lockdown in various places, the COVID-19 outbreak is causing a "historic and drastic shift in consumer behaviour." Since traditional marketing methods are no longer effective, so digital marketing is essential. After the pandemic, more than half of the population relies more on online shopping. Based on (Zaidi & Shukri, 2022), The worldwide epidemic of COVID-19 spreadness has changed the views and practices of consumers, employees, residents and human beings. Globally, the acceleration of online purchasing underscores the need to ensure

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that all nations can capitalise on the potential presented by digitization in the global transition from pandemic response to recovery.

Lazada is a worldwide online shopping business and one of the leading e-commerce workers in South east Asia with more than 10,000 third-party retailers and 50 million active buyers per year. Lazada links this large and diverse territory through its delivery convenience, product range, return and refund, intuitive and boasts strong customer support and payment capabilities, enabling it to have the widest range of brands and sellers accessible today. As a result, buyers will have full confidence that what they are purchasing is 100% genuine. (Pagkatotohan, 2022) If a consumer obtains non-authentic goods from the mall, Lazada provides a money-back guarantee. Lazada has an advantage in this sector since it guarantees to refund customers' money five times over. Lazada's condition seems to be friendlier when it comes to returning products. Lazada offers a 15-day return policy on all LazMall products (except for non-returnable items). Customers may reach CLEO (Customer Lazada Engagement Officer) through chat, phone, or communication at a Facebook group called Lazada Peers PH. Lazada distinguishes out because of its straightforward and smooth payment process.. Lazada allows credit card, debit card, and GCash payments, as well as cash on delivery (COD). It also offers an in-store digital wallet for making purchases and collecting and refunds. Lazada has built a range of alternatives that accommodate current preferences while easing users towards digital payments with simple, trustworthy solutions.

It is unavoidable in the digital world of products to monitor the various factors that impact clients' purchase decisions. Some researchs is being undertaken to determine the elements influencing customers' online purchasing intentions. The purpose of this study is to examine the link between social media marketing, brand trust, and brand loyalty on purchase decisions and the intention of customers. The significance and contribution of this research can be used by business owners such as Lazada or any small-medium enterprise because it assists entrepreneurs in realising the effectiveness of digital marketing in reaching their potential buyers and how it affects their business in interacting with customers. As a result, it immediately assists company owners in developing content strategies that cater to customer preferences because of changes in online customer behaviour.

LITERATURE REVIEW

Social Media Marketing

Brand awareness, knowledge sharing, promotional cost, new product development, and customer connection marketing are all supported by social media marketing (Kaplan & Haenlein, 2010; Bolotaeva & Cata, 2010). Globally, social media has established the issue as a potent tool for capturing and retaining audiences; it is estimated that more than 75% of all Internet users are also regular users of at least one social media site (Widmer & Mandrekar, 2019). Thus, Lazada's use of social media for advertising has given customers a new resource for learning about the company's products (R. Adjeng & Abdul G, 2021). Likewise, Having a solid marketing plan is essential for any business

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that wants to entice customers to buy their products (R. Adjeng & Abdul G, 2021). In fact, users typically log in to their social media accounts daily (Widmer & Mandrekar, 2019). Generally speaking, Lazada does a decent job with their marketing campaigns (R. Adjeng & Abdul G, 2021).

H1: social media Marketing positively related to Consumers' Intention to Buy.

H4: Social Media Marketing positively related to brand loyalty.

Brand Trust

According to Tri Cuong DAM (2020), Trust in the brand has a large and beneficial impact on the consumer's intent to buy. It is important to have faith in both the company that is behind the brand as well as the brand itself. It is possible that neither goal can be accomplished without the other (Geok T. L. & Sook H. L., 1999). Brand trust is an important role in future conservation (Scherly H., Elia O. & Yohanes S., 2020). Furthermore, "we defined brand trust as consumers' conviction that the brand, product, or service firm is reliable and competent" (David A. & Grainne M. F 2012). Having good expectations about how another person will behave. The results show that brand attributes are far more significant in their influences on customer trust in a brand (Sook H. L., 1999). In our investigation, we identify brand trust as being crucial in the purchasing and selling process since it can help a company improve profits and sales while preserving customer loyalty. Customers' or purchasers' trust is a significant driver of their decision to make an online transaction. However, when a brand earns consumers' trust, its associated items will be able to expand their market share.

H2: Brand trust positively related to consumers' intention to buy.

H5: Brand Trust positively related to brand loyalty.

Brand Loyalty

Systematic study on Brand loyalty influences purchase intention now spans more than 30 years. According to Wasib B. L., MD. Amirul I., & Idris B. M. N (2014) Realizing the importance of brand loyalty, one can take crucial steps to increase a brand's familiarity, customer happiness, trust, and attitudinal loyalty. Likewise, Hafiz K. I (2013), claimed that buyers can develop loyalty to a brand because of its distinctiveness, taste, ease of use, understanding of the brand, and confidence it inspires in them while making purchases. Price may also play a role. From some of the thoughts, it can be inferred that brand loyalty significantly influences customers' intention to make purchases. According to Jagdish and Sheth (1974) Brand loyalty is related to the repeated buying behavior of users from time to time with emotional, evaluative, and/or behavioral tendencies that have a positive bias towards a choice of product. Behavioral loyalty to brands provides direct revenue to businesses, while cognitive and attitudinal loyalty increases the tendency to provide reliable recommendations to people in their environment and plays an important role in attracting customers.

H3: Brand loyalty positively related to consumers' intention to buy.

Consumers' Intention to Buy

According to Kotler & Armstrong (2008) purchase intention is something that arises in consumers after receiving stimulation from the product they see. From this, an interest arises for consumers to try the product until the desire to buy it arises to have the product. The decision-making process that occurs within the consumer itself consists of five stages, namely the consumer will recognize his needs, seek information, evaluate the product or brand, make a purchase and finally post-purchase evaluation. Schiffman & Kanuk (2000) stated that purchase intention is a consumer transaction behavior that tends to appear after evaluating a product, and consumer reactions that arise after the evaluation process will measure the likelihood that consumers will make a purchase or not. Based on factors including customer trust, consumer awareness, website design quality, and customer attitude, customers' intent to buy via social networking sites (Malisa V., Wasutida N., & Pathom S., 2022). Potential clients started using Lazada as a place to buy all of their necessities because of the convenience it offered (Randy I. P., Dian D. M., & Tanti K., 2019). Likewise, Randy I. P., Dian D. M., & Tanti K., (2019) The reviews in the offered column may pique someone's curiosity in purchasing a product from Lazada. Their decision to purchase on Lazada is based on the quality of the supplied goods, whether they are genuine or counterfeit. Additionally, a variety of payment options that make shopping easier may persuade people to utilize Lazada.

Figure 1. A total of five hypotheses were made.

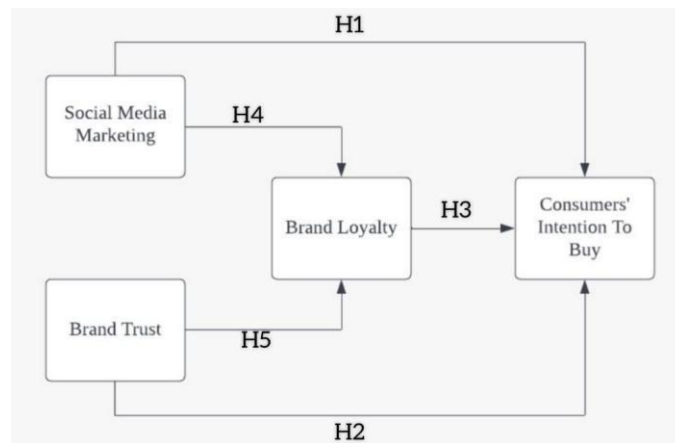


Figure 1: Research Model

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RESEARCH METHOD

Test and Process

Every researcher used various approaches to collect data for research. In fact, research can also use both primary and secondary data in their studies. We applied an online survey through Google Form to 150 Lazada Consumers from Malaysia. This survey analyses at the social media marketing, brand trust, brand loyalty, consumers' intention to buy. This survey was created a rate in the form of a five-point Likert scale. All measures can be found in Appendix. IBM SPSS Statistics 26, descriptive and multiple regression analysis were applied to evaluate the data. Additionally, academic journal, articles, and the internet those are secondary data that used to complete this research.

Methods

In this survey form there are five sections, which are the demographic respondents, social media marketing, brand trust, brand loyalty and consumers' intention to buy. To define the background of respondents, we used single-statement items, which included gender, age, ethnicity, occupation, monthly income, regularity of using online shopping platform, and frequency of using Lazada services. Dependant variable: Consumers' intention to buy. There are three to four questions of five-point Likert scale prepared in this section to determine how agree respondents are with those statements. A sample item included "I will choose to buy at Lazada compared to other platform." Independent variables. We designed a 12-item to assess social media marketing, brand trust, and brand loyalty on the consumers' intention to buy. The items included "1. Social Media Marketing influences my online purchase decisions more favourably. (Social media marketing)"; "Lazada securely guards the privacy of its users such as personal information. (Brand trust)"; and "I will always choose to buy in Lazada even the product is much lower in other online shopping platform. (Brand loyalty)".

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RESULT

Table 1. Respondents' Profile (N=150)

Response	Frequency	Percentage (%)
Gender		
Female	111	74
Male	39	26
Age		
Baby Boomers: Born: 1946-1964 (Age: 58-76)	15	10
Gen X: Born: 1965-1980 (Age: 42-57)	15	10
Gen Z: Born: 1997-2012 (Age: 10-25)	72	48
Millennials: Born: 1981-1996 (Age: 26-41)	48	32
Ethnicity		
Chinese	43	28.7
Indian	34	22.7
Malay	73	48.6
Occupation		
Employed	66	44
Self-employed	14	9.3
Student	70	46.7
Monthly Income		
B40: RM4,850 and below	66	44
M40: RM4,851- RM10,970	49	32.7
T20: RM10,971 and above	35	23.3
Frequency of using online shopping service		
Once a month	121	80.7
Once a week	7	4.7
Sometimes	22	14.6
Frequency of using Lazada services		
Once a month	105	70
Once a week	3	2
Sometimes	42	28

Summary of respondents' demography in this research was shown in table 1. The sample consisted of 111 (74%) female and 39 (26%) males. (N=150). Most of the respondents (48%) were from gen z that ages between 10-25 years old whilst 32% of the respondents were between 26-41 years old from millennials category. Then, followed by gen x and boomers (10%). In terms of ethnicity, there were 73 of Malay respondents (48.6%) whilst 43 respondents were Chinese (28.7%), and 34 respondents were Indian (22.7%). The findings show that most of the respondents were students (46.7%) followed up with in employment (44%), and self-employed (9.3%). In addition, over half of the respondents were from B40 of level (44%) followed by 49 respondents were from M40 level (32.7%), and 35 respondents were from T20 level of income (23.3%). In terms

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of using online shopping service frequency, 22 of the response were “sometimes (2-3 times per month)” (14.6%), 121 were “once a month” (80.7%), and 7 were “once a week” (4.7%). Apart from that, for Lazada service frequency, the survey findings reveal that 105 of the respondents purchase once a month, 3 of respondents purchase once a week and only 28% respondents purchase sometimes. The total of purchases and repeated purchases could be one more factor of their enjoyment to Lazada.

Table 2: Descriptive Analysis

Variables	1	2	3	4
1. Social Media Marketing	0.814			
2. Brand Trust	0.736**	0.892		
3. Brand Loyalty	0.653**	0.727**	0.948	
4. Consumers' Intention To Buy	0.592**	0.660**	0.777**	0.895
No. of Items	4	4	4	3
Mean	4.84	4.77	4.77	4.77
Standard Deviation	0.35	0.45	0.52	0.48

Note: N = 150; *p<0.05, **p<0.01, ***p<0.001 Diagonal items in bold reveal Cronbach's Coefficient Alpha

To define the effect of social media marketing, brand trust, and brand loyalty on consumers' intention to buy, we need to know the relationship between the variables, as well as the intensity or difficulty of the connection (Taufik et al., 2021). The descriptive statistics and relationships among study variables were indicated in table 2. Therefore, Cronbach's alpha for all four variables represented a good reliability with a coefficient alpha range between 0.814 and 0.948.

Table 3: Summary of Regression Analysis

Variables	Consumers' Intention to Buy	Brand Loyalty
Social Media Marketing	0.074	0.257**
Brand Trust	0.161*	0.538***
Brand Loyalty	0.612***	
R ²	0.626	0.559
F Value	82.463	94.445
Durbin-Watson Statistic	1.862	1.573

Note: N=150, *p<0.05, **p<0.01, ***p<0.001

As thorough in the table, social media marketing, brand trust and brand loyalty were independent variables, while the dependent variable was consumers' intention to buy. Brand trust and brand loyalty were positively related to consumers' intention to buy with

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beta values of 0.161 and 0.612, respectively. Therefore, H3 and H2 were supported. The R² is 0.626, means that 62.6% of the difference of consumers' intention to buy is justified by brand trust and brand loyalty. The maximum beta value was 0.612 which is brand loyalty. The results discovered that brand loyalty is the variable that affects Lazada users' intention to buy in Malaysia, followed by brand trust with a beta value of 0.161. In the meantime, social media marketing does not really influence consumers' intention to buy. Consequently, H1 is not supported.

Moreover, the results discovered that social media marketing and brand trust influenced consumers' intention to buy through brand loyalty. The relationship among social media marketing and brand trust was positively and greatly related to brand loyalty with beta values of 0.257 and 0.538, respectively. Hence, H4 and H5 were supported. Besides that, while the R² is 0.559, means that 55.9% of the variant of consumers' intention to buy would be affected by brand loyalty. Lastly, the summary of the hypothesized model is demonstrated below in Figure 2.

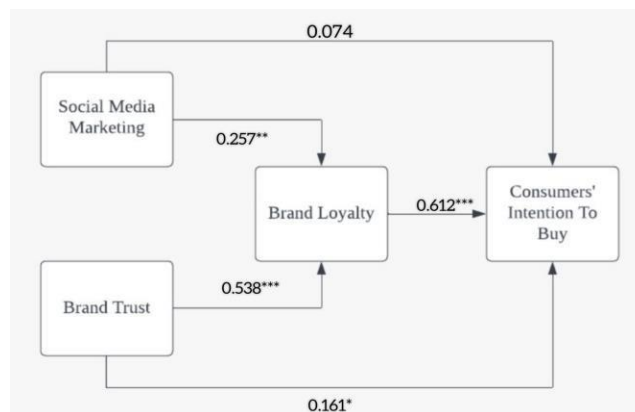


Figure 2. Hypothesized Model

DISCUSSION

According to the results, social media marketing has no significant influence on consumers' intention to buy on Lazada. Social media marketing can rarely be false and uncooperative to the customer. Therefore, several consumers will be unable to find any advantage and trust to buy the product when they noticed the comments and criticisms cannot be reliable. The previous research discoveries also revealed that social media marketing had no influence on buying and indicated that this result is brand new to the social media marketing literature (Slamet, 2022). Mentioning to Moreover, social media marketing still in its early stages and needs more consideration and awareness from marketing researcher and experts. In the case of Lazada, customers may focus on product worth more than Lazada's social media marketing when choosing to buy the product.

This report also suggests that brand trust has a great impact on consumers' intention to buy on Lazada. Many of the customers indicated that they feel relaxed and secure

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when using Lazada and that makes them buy many products on Lazada. Customer who believes a firm will make sure that the assistance and service performance is excellent, so the purpose to buy back will improve too. It can be said that Lazada has achieved to fulfill customers' demand by accomplishing their need, safeguarding customer's right and individual data, and meeting expectations. Prior findings also showed that brand trust has a substantial positive impact on consumers' intention to buy (DAM, 2020). Great confidence in online shopping contains the elements of trust, loyalty, confidence, honesty as well as consumers' intention to buy. Therefore, brand trust is a major component that affects consumers' intention to buy.

Additionally, the results showed a strong link between brand loyalty consumers' intention to buy. Most customers declared that they were Lazada loyalists and would tell their friends and family about Lazada. On the other hand, it is undeniable that a company with devoted customers would receive positive feedback from the public. Because of this devotion, customers' buying intentions on Lazada are likely to be influenced.

The next finding demonstrates that social media marketing significantly affects brand loyalty. Customers of Lazada have the option to provide reviews on the products they've purchased. These aid new customers in making decisions about whether to stick with a product after examining reviews posted by returning customers on Lazada. Positive reviews of the company or brand will considerably improve customer loyalty to it. Positive social media marketing feedback eliminates doubt, increases consumer involvement, and might even serve as a switching barrier, keeping customers from ending their relationship. Because of this, customers have greater faith in the business and its goods, which makes them feel like they made the proper decision. Social media marketing also indirectly affects purchase intent through brand loyalty (Ngoma, 2019). In other words, the degree to which brand loyalty influences purchase intention because of social media advertising. In this situation, brand loyalty serves as a method to explain how social media marketing might encourage customers to make a purchase.

The result also proved that brand loyalty is much affected by brand trust. Most customers trust Lazada to uphold its users' right to have their personal information and financial transactions protected when using the application since they feel at ease and secure doing their shopping there. Additionally, the results demonstrate that buyers have bought several things on Lazada because it fits their expectations. According to a study on teenage customers of a major sportswear firm in Istanbul, brand trust does, in fact, affect brand loyalty. Because they have positive opinions of the brand and believe in it, they stay loyal to it (Bozbay, 2020).

CONCLUSION

Online buying sites like Lazada are growing in popularity among buyers during the Covid-19 pandemic. Therefore, business communities must grow their clientele through online buying platforms as well as traditional brick and mortar businesses. Factors influencing customer purchasing behaviour that results in purchase intention are necessary to enable the successful expansion of businesses, especially SMEs. In this study, four variables were found: social media marketing, brand trust, brand loyalty, as the

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independent variables and consumers' intention to buy as the dependent variable. Five hypotheses were then developed. According to research of Lazada customers, brand loyalty and brand trust have a direct impact on consumers' intention to buy, whereas brand trust and social media marketing have an impact via brand loyalty. The brand gains their confidence and loyalty because of products that met their requirements and expectations. Due to the huge relationship between brand loyalty and consumers' intention to buy, social media marketing and brand trust are also important factors in predicting customers' purchase intentions. Although social media marketing cannot directly affect consumers' intention to buy, it can aid them in selecting the brand to buy, which in turn influences their consumers' intention to buy. Therefore, it has been noted that social media marketing, brand trust, and brand loyalty are the crucial elements in identifying consumers' intention to buy, which will aid in understanding consumer buying behaviour and improve relationships with clients.

LIMITATION

The results of the study must be considered in the context of important constraints. First off, this study's sample size is deemed too small and it's possible that it doesn't accurately represent the full target demographic. As a result, the overall conclusions could not provide enough information. Due to the disparities in nation and culture, future research should expand the sample size used in the study and include respondents from other Malaysian states to accurately represent the entire target population. The conclusion will be more accurate the higher the target responders. Therefore, to gain a deeper knowledge of customers' purchase intentions depending on many criteria, future studies should integrate value perceptions, customer happiness, and brand experience in their studies. Future research should concentrate on sending questionnaires to various age groups. Given that Generation Z, who primarily consisted of students, provided most of the data for this study article, this generation has had more exposure to and awareness of social media.

DECLARATION OF CONFLICTING INTERESTS

The Author(s) declare(s) that there is no conflict of interest.

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