



INTERNATIONAL GRADUATE COLLOQUIUM

i-SPEAK 2025

SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

**EXTENDED
ABSTRACT**

Relationship Between Social Media Marketing and Purchase Intention of Sports Products Among UiTM Seremban 3 Students

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Keywords: Social media marketing, Trendiness, Entertainment, Interaction, Electronic Word of Mouth (eWOM), Purchase intention

I. INTRODUCTION

Social media marketing has emerged as a powerful tool for influencing consumer behavior, particularly among university students. This study explores the relationship between social media marketing patterns and the purchase intention of sports products among UiTM Seremban 3 students. It aims to identify key marketing factors, assess their impact on consumer decisions, and provide insights into the effectiveness of digital strategies in the student demographic.

II. METHODS

This study employed a quantitative research design using a self-administrated structured questionnaire distributed to 234 UiTM Seremban 3 students. Participants were selected through convenience sampling. Descriptive statistics were used to analyze differences in social media marketing patterns and prevailing factors influencing purchase intention, while Pearson correlation analysis was applied to examine the relationship between social media marketing and students' intention to purchase sports products.

III. RESULTS AND DISCUSSION

A. Social Media Marketing

The analysis of Trendiness, Entertainment, Interaction and Electronic Word of Mouth (eWOM) patterns showed no significant differences in students' responses. However, Trendiness emerged as the most influential pattern with the highest mean score ($M = 4.14$). Electronic Word of Mouth (eWOM) pattern indicates the lowest mean score ($M = 4.07$). This suggests that students respond more favorably to marketing content that reflects current trends and popular themes within social media platforms.

TABLE I
SOCIAL MEDIA MARKETING

Variables	Mean	SD
Trendiness	4.14	0.76
Entertainment	4.13	0.71
Interaction	4.10	0.72
eWOMgoo	4.07	0.79

B. Purchase Intention

Trendiness ($M = 4.14$) was the highest-rated social media marketing factor influencing purchase intention. The overall mean for Purchase Intention showed ($M = 4.08$), suggesting a generally strong agreement among respondents. These results emphasize the importance of using trend-based content to shape consumer behavior, aligning with the expectations of digital-native student consumers.

TABLE II
PURCHASE INTENTION

	Mean	SD
Purchase Intention	4.08	0.73

C. Relationship Between Social Media Marketing and Purchase Intention

Results indicated a strong positive and statistically significant correlation was found between Social Media Marketing and Purchase Intention. This indicates that platforms effectively drive purchasing behavior. The findings highlight that peer influence and interactive content outperform entertainment alone, urging marketers to prioritize authenticity, engagement, and community relevance to maximize impact among students.

TABLE III
RELATIONSHIP BETWEEN SOCIAL MEDIA MARKETING AND PURCHASE INTENTION

		Social Media Marketing
	Pearson's R	0.81
Purchase Intention	Sig. (1-tailed)	< 0.001
	N	234

IV. CONCLUSIONS

This study confirms that Social Media Marketing, especially Trendiness, significantly influences students' Purchase Intentions toward sports products. A strong positive

correlation was observed, indicating that engaging, trend-based, and peer driven content can effectively drive consumer behavior among university students in the digital age.

ACKNOWLEDGEMENTS

The authors thank Mr. Mohammad Adzly Bin Rajli as research supervisor, UiTM Seremban 3, and all participating students for their invaluable support and contribution to this research.

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