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EXTENDED ABSTRACT

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# The Relationship Between Social Media Marketing and Sports Consumers's Online Shopping Behaviour: A Study Among Shopee Users in The Youth Market

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## I. Introduction

The rapid development of e-commerce platforms and the increasing use of social media among youth have significantly changed consumer purchasing patterns. In the context of the sports industry, social media not only functions as a promotional medium, but also becomes a two-way interaction tool that can influence consumer attitudes and purchasing behavior. This study aims to examine the relationship between social media marketing and online purchasing behavior of sports consumers among Shopee users in the youth market [1].

This study focuses on the dimensions of social media marketing activities such as entertainment, interaction, trendiness, customization, and word-of-mouth communication that are believed to influence purchasing decisions. The main hypothesis of the study is to determine whether there is a significant relationship between consumer experience with social media marketing and online purchasing behavior of sports consumers.

## II. Methods

This study uses a quantitative approach in the form of a descriptive survey. A total of 120 student athletes from UiTM Seremban 3 who are 18 years old and above and have experience buying sports products through Shopee were selected as respondents. A simple random sampling method was used to ensure that each athlete has an equal chance of being selected. The study instrument consists of three parts. A Demographic profile. B, Social media marketing (13 items), C, Online purchasing behavior of sports consumers (21 items).

## III. Results and Discussion

The findings of the study show that there is a significant positive relationship between social media marketing and online purchasing behavior of sports consumers. The interaction dimension was identified as the most dominant factor in influencing purchase decisions, emphasizing the importance of two-way communication between brands and consumers. Interactive content such as question-and-answer sessions, instant feedback, and the involvement of influencers and sports athletes increase brand trust and credibility. In addition, promotional elements and messages that trigger emotions such as "limited stock" and "flash sale" also influence impulsive purchases among youth. This study supports the theory that strategic social media marketing activities can shape consumers' positive attitudes and increase purchasing propensity.

Table I
Relationship Analysis

| | | **Social Media Marketing** |
|---|---|---|
| Sport consumer's | Pearson's r | 0.005 |
| online shopping | Df | 148 |
| behaviour | p-value | < 0.954 |

The correlation matrix provided details the relationship between social media marketing and sport consumer's online shopping behaviour. Each correlation contains the correlation coefficient (Pearson's r), degrees of freedom (df), and p-value, all of which contribute to understanding the strength, direction and statistical significance of the relationship between the variables.

Here, the correlation coefficient (Pearson's r) between the overall mean social media marketing and the overall mean sport consumer behaviour is 0.005, indicating a very strong positive correlation. It may indicate that social media marketing influences sport consumer's online shopping behaviour because the more intensively social media marketing is used, the higher the sports consumer's online shopping behaviour on the Shopee platform. A total of 148 is considered as the number of degrees of freedom (*df*) for this correlation since 148 pieces of information are independent to obtain the correlation. This value is more than the recommended value and provides strength to the study and its findings, ensuring that the results are valid and not random. In fact, the *p*-value associated with this correlation is less than 0.001, reflecting the statistical significance of this correlation. In practical terms, sellers and marketers on the Shopee platform need to emphasize content that is engaging, interactive, and tailored to the needs of youth to increase brand loyalty and online sales.

## IV. CONCLUSIONS

In conclusion, this study proves that social media marketing plays an important role in influencing online purchasing behavior of sports consumers among youth. The elements of interaction and active involvement are the main factors that contribute to purchasing decisions.This study provides important implications for digital marketers in the sports industry to develop marketing strategies that are more focused on user engagement and two-way communication. From an academic perspective, this study contributes to the existing literature on digital consumer behavior and opens up space for further research in the field of sports marketing and e-commerce.

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