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## THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR TOWARDS 100 PLUS SOFT DRINK

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### Abstract

*This study investigates the effect of social media marketing on consumer buying behavior toward the 100 Plus soft drink brand. Rapid growth in social media has transformed how FMCG companies engage consumers, yet 100 Plus faces challenges in effectively targeting diverse audiences in Malaysia and Singapore. Using a quantitative research design, primary data were collected through a structured questionnaire distributed via Google Forms, yielding responses from 30 participants selected through systematic sampling. The survey measured brand awareness, engagement, content appeal, perception, brand loyalty, and buying behavior using a five-point Likert scale. Descriptive analysis revealed that social media marketing significantly enhances consumer perception of 100 Plus, increases brand loyalty, and positively influences purchase decisions. Findings also show strong engagement through contests, visuals, and user-generated content, though brand awareness and content relevance require improvement. Overall, the study concludes that strategic social media marketing plays a crucial role in shaping consumer behavior and strengthening brand loyalty.*

**Keywords:** 100 plus, soft drink, social media marketing, consumer, buying behavior

## INTRODUCTION

Social media marketing has significantly impacted consumer behavior, especially in the fast-moving consumer goods (FMCG) sector, such as the 100 Plus soft drink brand. Social media platforms have revolutionized how companies engage with consumers, creating more direct and interactive communication channels. Studies show that social media marketing activities enhance brand loyalty and purchasing intentions (Kim & Ko, 2012), and increase consumer engagement and purchase behavior (Duffett, 2015). Alalwan (2018) highlights that user-generated content and online reviews play a critical role in shaping consumer perceptions and buying decisions.

The personalized marketing campaigns enabled by social media resonate more deeply with consumers, leading to increased likelihood of purchase (Ashley & Tuten, 2015). Emotional connections fostered through social media interactions drive consumer loyalty and repeat purchases (Hudson et al., 2016). Research also underscores the importance of electronic word-of-mouth (eWOM). Consumers trust peer recommendations on social media more than traditional advertising, significantly influencing their buying behavior (Erkan & Evans, 2016; Hajli, 2014). Social media marketing activities enhance brand equity, which positively impacts purchasing decisions (Godey et al., 2016), and social media engagement leads to increased sales and customer loyalty (Kumar et al., 2016).

For 100 Plus, strategic social media marketing can effectively engage consumers, foster trust, and create personalized messages, ultimately enhancing brand loyalty and driving sales growth. Social media's dynamic and interactive nature makes it an indispensable tool for modern marketers aiming to influence consumer behavior and achieve business goals.

## PROBLEM STATEMENT

"100 PLUS, a pioneer in the isotonic sports drink market, faces challenges in effectively targeting and engaging its diverse customer base, particularly in the urban cities of Malaysia and Singapore. The brand needs to develop a comprehensive marketing strategy that addresses the needs of athletes and individuals with active lifestyles, while also catering to a broader demographic range of consumers. The goal is to increase brand recognition, drive sales, and maintain its position as the number one isotonic drink brand in Malaysia." This problem statement highlights the key challenges faced by 100 PLUS, including the need to effectively target and engage a diverse customer base, and the importance of developing a comprehensive marketing strategy to achieve its goals.

## RESEARCH QUESTIONS

1. What social media marketing strategies most effectively influence consumer buying behavior towards the 100 Plus soft drink?
2. How does consumer engagement with 100 Plus on social media platforms affect their purchasing decisions?
3. What demographic and psychographic factors influence the effectiveness of social media marketing for 100 Plus?

## OBJECTIVES OF THE STUDY

This study is to identify and examine how consumer buying behavior of 100 Plus soft drink brands could be promoted by social

media marketing via brand equity and customer brand engagement. The specific objectives of the study are;

1. To examine the effect of social media marketing on brand equity towards 100 Plus soft drinks.
2. To analyze the effect of social media marketing on customer engagement towards 100 Plus soft drinks.
3. To examine the effects of brand equity and customer engagement on consumer buying behavior towards 100 Plus soft drinks.

## RESEARCH CONTRIBUTION

Social media marketing has emerged as a powerful tool for businesses to reach out to consumers and influence their buying behavior. In the context of the soft drink industry, social media platforms offer unique opportunities to engage with consumers, build brand loyalty, and promote products. This research contribution aims to explore the impact of social media marketing on consumer buying behavior toward 100 Plus soft drinks from an Islamic perspective. Firstly, it is essential to understand the concept of consumer buying behavior and its determinants. Buying behavior is a complex process influenced by various internal and external factors (Kotler & Keller, 2016). From an Islamic perspective, consumer behavior is guided by ethical principles and values enshrined in Islamic teachings (Mohd Ali et al., 2018). These values include honesty, fairness, moderation, and social responsibility (Bukhari & Muslim, n.d.). Social media marketing can influence consumer buying behavior towards 100 Plus soft drinks in several ways. One way is through social influence. Social media platforms allow consumers to connect with each other and share experiences, opinions, and recommendations (Ellis & Afroz, 2019). Positive word-of-mouth (WOM) can lead to increased sales and brand loyalty (Kim et al., 2017). However, negative WOM can have the opposite effect. Therefore, businesses need to monitor social media channels closely and respond promptly to any negative feedback or concerns raised by consumers. Another way social media marketing can influence consumer buying behavior is through targeted advertising. Social media platforms offer advanced targeting options based on demographics, interests, behaviors, and location (Facebook Ads Help Center, n.d.). This allows businesses to reach potential customers who are most likely to be interested in their products. However, from an Islamic perspective, targeted advertising should not be used to exploit vulnerable groups or promote unhealthy products excessively (Islamic Fiqh Academy, 2014). Moreover, social media marketing can also be used to provide health education and promote healthy lifestyles from an Islamic perspective. For instance, businesses can share recipes for healthy meals or tips for maintaining a balanced diet (Mohd Ali et al., 2018). They can also collaborate with health experts or organizations to provide accurate information about the nutritional value of their products and their benefits for consumers' health (Islamic Food and Nutrition Council of America, n.d.). Such initiatives can help build trust with consumers and align business practices with Islamic values of promoting health and wellbeing.

Overall, Social media marketing provides businesses with a chance to influence consumer buying behavior towards 100 Plus soft drinks from an Islamic perspective. By utilizing social influence, targeted advertising, and health education initiatives, businesses can build brand loyalty, foster positive relationships, and promote healthy lifestyles in line with Islamic teaching

## LITERATURE REVIEW

### SOCIAL MEDIA MARKETING

Before we proceed to explore social media marketing, it is important to define and understand the meaning of the term 'social media'. According to Kaplan and Haenlein (2019), social media, 2015). Since building and maintaining lasting stakeholder relationships is the goal of relationship marketing (Gronroos, 2017; American Marketing Association, 2017) and the essence of social media marketing also is relationships (Chan & Guillet, 2021; Chi, 2021; Chang et al., 2015; Choi et al., 2016; Buchanan-Oliver & Fitzgerald, 2016). Social media marketing can be considered as a subset of relationship marketing and marketing. Social media marketing is defined as a process of enhancing stakeholders' value through marketing activities by incorporating social media platforms in marketing communication (Pham & Gammoh, 2015; Tuten and Solomon, 2016; Felix et al., 2017).

### CONSUMER BUYING BEHAVIOR

The key to a successful marketing campaign lies in consumer buying behavior. Understanding buying behavior is the only way to connect with customers and influence their purchasing decisions. Consumer buying behavior is a component of consumer behavior. It is defined as the buying behavior of final consumers, individuals, and households who purchase products and services for self-consumption (Kotler & Armstrong, 2017). Consumer behavior is the study for explaining the consumers why, what, when, and how they buy a product or a brand (Kumar, et al., 2017). Consumers make different types of decisions in everyday life. The decision consumers make while purchasing is the focal point that marketers try to study. In this competitive business world, it has become important for every organization to put great effort into researching consumer buying behavior to find out detailed information on what consumers purchase, where, when, and why they purchase, how and how much they purchase. (Kotler & Armstrong, 2018).

The buyer can use all five stages during the decision-making process towards a product. Perhaps, the buyer can also skip one or more stages, it all depends on the consumer's mind (Kotler et al. 2017). This process works especially for new purchases or high-involvement consumer purchases. Some companies focus on understanding the consumer experience in learning, choosing, using, and disposing of the product. (Kotler & Keller 2016).

### ENTERTAINMENT

Entertainment is the result of the fun and play emerging from the social media experience (Agichtein et al., 2018). Entertainment is an essential part that motivates participants' attitudes and the continuous pursuit that leads to favorable perceptions regarding the brand (Kang 2015). (Kaye, 2017; Muntinga, et al., 2017; Park, et al., 2019). Shao (2019) found entertainment a strong motivation for consuming user-generated content (UGC). Park et al. (2019) mention that entertainment drives participation in social networks to some degree. This being said, many previous empirical studies illustrated that when individuals like the enjoyable content existing on social media platforms, it will create a positive experience in their mind, which probably will lead them to recognize and recall the brand (Münch 2021; Keller 2019; Liu 2020).

### INTERACTION

Social media interaction is fundamentally changing communication between brands and customers (Gallaughar & Ransbotham, 2018; Kaplan & Haenlein, 2018). Daugherty et al. (2018) found that

social interaction is an important motivator for creating user-generated content. Social media can offer consumers assistance as well as space for discussions and the exchange of ideas. to meet like-minded others, interact with them, and talk with them about specific products/brands. Many businesses encourage their customers to share their purchase experience in simple ways on the selected social media platform, which can be called users' online interactions. In support of this view, prior empirical studies revealed that to enhance consumers' behavior towards products and brands, businesses need to create social media interactions with users by making it easier to fulfill their demands, needs, opinions, and suggestions in reality (Fischer, 2017; Vukasovic, 2019; Hajli, 2015).

### TRENDINESS

Trendiness is known for giving the latest information related to a service or a product (Godey, 2016). Trendy information includes the latest information on a brand or product, feedback and fresh ideas, which builds consumers' brand trust and accordingly enforces the consumer's positive awareness toward the brand or the product (Godey 2016, Manthiou 2017). Social media provides the latest news and hot discussion topics (Naaman et al., 2018) and are also core product search channels. As information is continuously provided in actual time on social media, it has become the latest and updated origin of information for consumers. Many authors suggested that consumers trust product-related information learned through social media more than traditional channels, as it is perceived to be more useful and up-to-date. Therefore, we can observe that whenever social media platforms provide trendy and hot topics, more trust is created between the brand and customers, therefore minimizing search efforts consumed by users.

### BRAND LOYALTY

Rangkuti (2019) defined brand loyalty as a measurement of customer loyalty towards a brand because loyalty is the main important part of brand equity. After all, it has always been the central idea in marketing. Aaker (2015) stated that the liking of a brand and commitment can be used to measure brand loyalty. According to Keller (2019), brand loyalty can be classified into two levels: behavioral and cognitive loyalty. Behavioral loyalty can be identified by the number of repeated purchases. On the other hand, cognitive loyalty refers to the customers' intention to buy the brand as their first choice.

Brand loyalty is important because it can result in consumers' attitude of purchasing products from their favorite brands repeatedly, indicating their trust in the companies or brands. Moisescu (2015) discussed how brand loyalty generates value by lowering marketing expenses and leveraging trade, based on Aaker's approach. Retaining current consumers is far less expensive than acquiring new ones. Even if switching costs are modest, clients have a high inertia level. Competitors also have a hard time communicating with satisfied brand users since they have little desire to learn about alternatives. As a result, competitors may be hesitant to invest resources in attracting pleased and loyal customers, and even if they do, it will take time.

**H1: Brand Loyalty has a significant impact on consumer buying behaviors.**

## BRAND AWARENESS

Brand awareness is often the focus of brand strategy and refers to the strength of the brand's presence in the marketplace (Aaker, 2016; Aaker & Joachimsthaler, 2020). It is the accessibility of the brand in the consumer's memory while brand association is anything linked to the brand in the consumer's mind (Chattopadhyay, Shraddha & Krishnan, 2010:67). Brand awareness provides consumers with a sense of familiarity and entrenches brand presence, commitment and substance in the market place (Subhani & Osman, 2009).

A study conducted by Kashani (2021) revealed that after bottled water, the most recognized and purchased drinks were high-energy sports beverages such as Gatorade and PowerAde due to their close association with physical fitness, sporting activities, and their marketing, which targeted athletes and sporting personalities. For instance, 70.7% of sports drink consumers said they considered themselves to be "somewhat healthy" and 85.4% of those who purchased them exercised at least 1-2 times per week (Kashani, 2021). The desire for weight loss, availability of money to spend, obesity, and higher intensity of alcohol use were positively associated with the use of gyms and consumption of high-caffeinated energy drinks (Reid, Hammond, McCrory, Dubin, Leatherdale, 2015). As a primary dimension of brand equity, brand awareness remains fundamental to a consumer's purchase decision as it is the initial interaction point between the brand and the consumer (Susic, 2014).

Forming positive brand images maximizes brand loyalty and builds the foundation for brand equity. Susic (2018) examined the plain packaging of caffeinated energy drinks to establish if it can effectively reduce the attractiveness of the product, and as a result, decrease consumption. The survey results reported that plain packaging does not affect the customers' attitudes and perceptions of a product, typical use, or taste purchase intention negatively, but rather positively. This was mainly due to the decreased differentiation between brands such that plain packaging is an outcome that is in favor of neither the customers nor brands (Susic, 2015). Moore's (2019) findings revealed that brand image or taste influenced college student preferences for energy drinks. The results revealed that Red Bull was the most preferred drink (47%), while in the blind taste tests, Monster was most preferred (28% of respondents chose it as their favorite).

**H2: Brand Awareness has a significant impact on consumer buying behaviors.**

## INFLUENCE ON PERCEPTION

Social media marketing (SMM) has revolutionized modern marketing practices, transforming the way consumers make purchase decisions. The traditional framework of marketing has merged with social media marketing, leading to changes in consumer behavior across various demographics. (Omari, K. Mbura & Sumaya, M. Kagoya 2020) (Acar, N. et al. 2021) (Shareef, M. A. et al. 2019). Social media platforms like Facebook, Instagram, and YouTube have become crucial channels for marketing and advertising. Positive reviews and ratings on social media can increase the likelihood of a consumer purchasing a product, while negative reviews can deter them. Social media advertisements can also influence consumer perception by providing targeted and personalized content. Social media advertisements can also influence consumer perception by providing targeted and personalized content. (Omari, K. Mbura &

Sumaya, M. Kagoya 2020) (Acar, N. et al. 2021) (Shareef, M. A. et al. 2019)

Studies have consistently shown that social media marketing has a significant impact on consumer buying behavior. For instance, a study found that 87% of respondents reported that a bad review on social media could change their minds about purchasing a product. Another study found that 79% of respondents believed that having a social media presence was important for a brand. (Omari, K. Mbura & Sumaya, M. Kagoya 2020). These findings highlight the importance of social media in shaping consumer perceptions and influencing buying behavior.

Research on the impact of social media marketing on consumer buying behavior towards beverages or soft drinks is limited. However, studies on consumer behavior in social commerce and social media marketing provide insights into how social media influences consumer behavior in general. These findings can be applied to the beverage or soft drinks industry to understand how social media marketing affects consumer buying behavior.

**H3: Positive social media content boosts consumer perception, driving beverage purchase intent.**

## RESEARCH METHODOLOGY

### QUESTIONNAIRE DEVELOPMENT

Dear respondent,

We, the students of the Master of Science (Marketing) at International Islamic University Malaysia (IIUM), The purpose of this research is to identify THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR TOWARD 100 PLUS SOFT DRINKS. The purpose of designing the questionnaire is to collect this study's primary data and determine the effect of social media marketing on consumer buying behavior towards 100 plus.

Thank you for your participation.

### Section A: Personal Details

Please put a tick in the box next to the answer of your choice.

Gender: Male ( ), Female ( )

Age: 18-25 ( ) 26-30 ( ) 31-40 ( ) 41 and above ( )

Race: Malay ( ), Chinese ( ), Indian ( ) Bangali ( ) Other ( )

Education: Foundation ( ), Degree ( ), Master ( ), PhD ( )

Marital Status: Single ( ), Married ( ), Divorced ( )

Monthly Income: Below RM 3,000 ( ), RM 3,000 – RM 5,000 ( ) Above RM 5,000 ( )

Occupation: Businessman ( ), Employee ( ), Student ( ), Others ( )

Instructions:

1. There are Two (2) sections in this questionnaire. Please answer ALL questions in ALL sections.
2. The completion of this form will take a few minutes.
3. Please read the instructions carefully before answering the question. The results of the survey will be reported only in the form of a summary, and your individual responses will be kept strictly confidential.

**Section B: Instruments Used in the Study**

The following set of statements regarding the main questions reflects the variables the subject of the studies. A 5-point (1 = strongly disagreed, 2 = disagreed, 3 = neutral, 4 = agreed, 5 = strongly agreed). Please indicate your level of agreement with the statements of the five points mentioned.

\* Notes: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Agree

**Section 1: Brand Awareness**

Items	Statements	1	2	3	4	5
Q1	Are you a regular customer of 100 plus?					
Q2	Social media marketing has increased my awareness of the 100 Plus brand.					
Q3	I frequently see 100 Plus advertisements on social media platforms.					
Q4	The presence of 100 Plus on social media has made me more aware of its products.					
Q5	Social media marketing has introduced me to new products from 100 Plus.					

**Section 2: Engagement and Interaction**

Items	Statements	1	2	3	4	5
Q6	I engage with 100 Plus posts on social media by liking or sharing them.					
Q7	I find myself commenting on 100 Plus posts on social media.					
Q8	I participate in contests and giveaways hosted by 100 Plus on social media.					
Q9	I enjoy reading and interacting with user-generated content about 100 Plus on social media.					
Q10	I follow 100 Plus on multiple social media platforms to stay updated.					

**Section 3: Content and Trendiness**

Items	Statements	1	2	3	4	5
Q11	The content shared by 100 Plus on social media is relevant to my interests.					
Q12	I find the images and videos posted by 100 Plus on social media appealing.					
Q13	The content of 100 Plus social media posts is informative.					
Q14	100 Plus uses creative and attractive visuals in their social media marketing.					
Q15	The storytelling approach used by 100 Plus in social media marketing is engaging.					

**Section 4: Influence on Perception**

Items	Statements	1	2	3	4	5
Q16	Social media marketing has positively influenced my perception of 100 Plus.					
Q17	The energy benefits of 100 Plus are well communicated through social media.					
Q18	I perceive 100 Plus as a high-quality product because of its social media presence.					
Q19	The social media presence of 100 Plus makes the brand seem more reliable.					
Q20	Social media marketing has made me trust 100 Plus more as a brand.					

**Section 5: Brand Loyalty**

Items	Statements	1	2	3	4	5
Q21	I feel more loyal to 100 Plus because of their social media presence.					
Q22	I am more likely to choose 100 Plus over other brands due to their social media marketing.					
Q23	I recommend 100 Plus to others because of their social media content.					
Q24	Social media marketing has strengthened my loyalty to 100 Plus.					
Q25	I follow 100 Plus on social media to show my support for the brand.					

## Section 6: Buying Behavior

Items	Statements	1	2	3	4	5
Q26	I have purchased 100 Plus products after seeing their social media posts.					
Q22	Social media promotions by 100 Plus have influenced my buying decisions.					
Q28	I am more inclined to try new 100 Plus products featured on social media.					
Q29	The social media advertising of 100 Plus motivates me to buy their products.					
Q30	I often purchase 100 Plus after engaging with their content on social media.					

### Sampling

The demographic information considered in the study was the respondents' Gender, Age and

Occupation. The results show that the number of Males and Females are 17 and 13, respectively. Most of them are students, between the ages of 20 and 25. The results are summarized in Table 1, Table 2, and Table 3

Table 1: Gender

Participants	Frequency	Percentage
Male	17	56.7%
Female	13	43.3%
Total	30	100%

Table 2: Age

Age	Frequency	Percentage
1. 18-25	9	29%
2. 26-30	11	35.5%
3. 31-40	8	25.8%
4. 41- Above	2	9.7%
Total	30	100%

Table 3: Occupation

Occupation	Frequency	percentage
1. Student	18	60%
2. Businessman	3	10%
3. Employee	8	26.7%
4. Others	1	3.3%
Total	30	100%

## RESEARCH DESIGN

This study examines the effect of social media marketing on consumer buying behavior towards 100Plus soft drinks. To achieve this objective of the study, both primary and secondary data are used in this study. Primary data are collected by using the structured questionnaire of 100Plus. The questionnaire is divided

into six parts; Awareness and Reach, Engagement and Interaction, Content and Appeal, Influence on Perception, Brand Loyalty & Buying Behavior. In order to minimize the questionnaire is developed in a simple and understandable form for the ease of respondents.

The quantitative method is applied in this study by conducting a consumer survey. Primary data are collected from every fifth consumer entering 100 Plus Soft Drink Facebook Messenger by using a systematic sampling method. The 5-day survey was conducted to collect the primary data by using a structured questionnaire. 30 respondents answered the survey questionnaires. The factors which include entertainment, interaction, interaction, customization, eWOM, brand awareness, brand association, brand loyalty, involvement, satisfaction, commitment, trust, and consumer buying behavior are to be rated with a five-point Likert-scale. Secondary data are obtained from textbooks, previous research papers, and internet websites. This study uses both descriptive and analytical methods to make conclusions and recommendations. Descriptive statistics is used to summarize and describe data. Multiple regression analysis as an analytical method is carried out to find out which factors affect consumer behavioral intention.

## DATA COLLECTION METHOD

A Five-point Likert scale has been used. The Likert-type scale typically consists of a set of statements or questions, each followed by a series of response options that range from strongly agree to strongly disagree. Respondents are asked to indicate the degree to which they agree or disagree with the statement by choosing one of the five options. The five-point scale is useful because it allows for a moderate level of detail, but it's simple enough for most people to understand and respond to.

Likert-type scales are widely used in a variety of fields, such as psychology, marketing, sociology, and education. They are considered to be a reliable and valid measurement tool, as they have been shown to have high test-retest reliability, good internal consistency, and moderate to high criterion-related validity.

In this research we have used 1- Strongly disagreed, 2- Disagreed, 3- Neutral, 4- Agreed, 5- Strongly agreed. Moreover, we use Google Forms to distribute our questionnaire to reach our responders via social media.

## DATA ANALYSIS

Data collected were coded, edited, and analyzed using Google Forms and Microsoft Excel.

Descriptive statistics were used to analyze data using frequencies and percentages.

## Results

**Table 1, Descriptive Statistics for Awareness.**

Items	Statement	1	2	3	4	5	Total
1	Are you a regular customer of 100 plus?	8 (26.7%)	5 (16.6%)	9 (30%)	6 (20%)	2 (6.7%)	100%
2	Social media marketing has increased my awareness of the 100 Plus brand.	5 (16.6%)	4 (13.2%)	8 (26.4%)	9 (29.7%)	4 (13.2%)	100%
3	I frequently see 100 Plus advertisements on social media platforms.	6 (20%)	4 (13.3%)	9 (30%)	10 (33.4%)	1 (3.3%)	100%
4	The presence of 100 Plus on social media has made me more aware of its products.	7 (23.3%)	4 (13.3%)	8 (26.7%)	10 (33.4%)	1 (3.3%)	100%
5	Social media marketing has introduced me to new products from 100 Plus.	6 (20%)	5 (16.7%)	8 (26.7%)	5 (16.7%)	6 (20%)	100%

As shown in table 1, the analysis of the questionnaire data on the awareness and impact of social media marketing for the 100 Plus brand reveals several key insights. When asked if they are regular customers of 100 Plus, 26.7% strongly agreed and 16.6% agreed, making up 43.3% who consider themselves regular customers. Meanwhile, 30% were neutral, and 26.7% disagreed or strongly disagreed, indicating a split in customer loyalty.

Regarding the effectiveness of social media marketing in increasing brand awareness, 16.6% strongly agreed and 13.2% agreed, while 26.4% were neutral. However, a significant portion, 42.9%, disagreed or strongly disagreed, suggesting that the current social media efforts are not resonating with almost half of the respondents.

In terms of the visibility of 100 Plus advertisements on social media platforms, 20% strongly agreed and 13.3% agreed that they frequently see the ads, but 30% were neutral, and 36.7% disagreed or strongly disagreed. This indicates that while some respondents

are aware of the advertisements, a substantial number are not, highlighting a need for improved ad reach and frequency.

The presence of 100 Plus on social media has had a mixed impact on product awareness. While 23.3% strongly agreed and 13.3% agreed that it has made them more aware of the products, 26.7% were neutral, and 36.7% disagreed or strongly disagreed. This suggests that the brand's social media presence could be more effective in making consumers aware of its products.

Lastly, the introduction of new products through social media marketing received a balanced response. Both 20% strongly agreed and strongly disagreed, while 16.7% agreed and disagreed, and 26.7% were neutral. This balance indicates that while social media has introduced new products to some users, it has not significantly impacted others.

In summary, the analysis indicates that while there is a base of regular customers and some level of awareness created through social media marketing, there are significant opportunities for improvement.

**Table 2, Descriptive Statistics for Engagement and Interaction**

Items	Statement	1	2	3	4	5	Total
Q6	I engage with 100 Plus posts on social media by liking or sharing them.	10 (33.3%)	6 (20%)	10 (33.3%)	2 (6.7%)	2 (6.7%)	100%
Q7	I find myself commenting on 100 Plus posts on social media.	10 (33.3%)	6 (20%)	8 (26.7%)	4 (13.3%)	2 (6.7%)	100%
Q3	I participate in contests and giveaways hosted by 100 Plus on social media.	12 (40%)	11 (36.7%)	4 (13.3%)	2(6.7%)	1 (3.3%)	100%
Q4	I enjoy reading and interacting with user-generated content about 100 Plus on social media.	10 (33.3%)	6 (20%)	10 (33.3%)	2 (6.7%)	2 (6.7%)	100%
Q5	I follow 100 Plus on multiple social media platforms to stay updated.	6 (20%)	5 (16.7%)	8 (26.6%)	6 (20%)	5 (16.7%)	100%

As shown in table 2, The analysis of 100 Plus's social media engagement and interaction data reveals several key insights. A significant portion of respondents (53.3%) actively engage with posts by liking or sharing, and a similar percentage also comment on posts, indicating a solid base of interaction. However, there is room for improvement in fostering more active commenting. Contests and giveaways are particularly effective, with an impressive 76.7% of respondents participating, demonstrating

these activities' high engagement potential. Interaction with user-generated content is also favorable, with 53.3% enjoying and engaging with it, though a notable 33.3% remain neutral, suggesting some room to enhance this content's appeal.

Following 100 Plus on multiple social media platforms shows a balanced split, with 36.7% of respondents doing so and an equal percentage not, highlighting a clear opportunity to expand cross-platform presence. To boost overall engagement, 100 Plus should

focus on increasing interactive content such as contests and giveaways, which have shown high effectiveness, and encourage more commenting by creating engaging, discussion-oriented posts. Promoting the benefits of following the brand on multiple platforms through exclusive content or platform-specific promotions can also enhance cross-platform engagement. Regular monitoring and analysis of engagement metrics will be crucial in

refining and optimizing these strategies to maximize interaction and brand loyalty.

In summary, the analysis indicates a strong level of engagement with 100 Plus content on social media, particularly in terms of liking/sharing posts and participating in contests and giveaways.

**Table 3, Descriptive Statistic for Contents and Tardiness**

Items	Statement	1	2	3	4	5	Total
Q11	The content shared by 100 Plus on social media is relevant to my interests.	8 (26.6%)	5 (16.7%)	5 (16.7%)	10 (33.3%)	2 (6.7%)	100%
Q12	I find the images and videos posted by 100 Plus on social media appealing.	4 (13.3%)	6 (20%)	8 (26.7%)	8 (26.7%)	4 (13.3%)	100%
Q13	The content of 100 Plus social media posts is informative.	4 (13.3%)	4 (13.3%)	8 (26.7%)	11 (36.7%)	3 (10%)	100%
Q14	100 Plus uses creative and attractive visuals in their social media marketing.	4 (13.3%)	5 (16.6%)	8 (26.7%)	8 (26.7%)	5 (16.7%)	100%
Q15	The storytelling approach used by 100 Plus in social media marketing is engaging.	4 (13.3%)	5 (16.7%)	10 (33.3%)	6 (20%)	5 (16.7%)	100%

As shown in table 3, In analyzing of content and trendiness in 100 Plus's social media strategy, several noteworthy patterns emerge. Firstly, a significant portion of respondents (60%) find the shared content relevant to their interests, suggesting that 100 Plus is effectively aligning its messaging with the preferences of a substantial portion of its audience. However, there's still room for improvement, as 40% indicate a mismatch between their interests and the content shared. This signals an opportunity for the brand to further refine its content strategy to better cater to the diverse interests of its audience.

Secondly, the visual appeal is paramount in social media engagement, with 53.4% of respondents finding the images and videos posted by 100 Plus appealing. This indicates that the brand is successfully leveraging visual content to capture the attention of its audience. Nevertheless, there's potential for enhancement, as 46.6% may not find the current visuals as compelling. This

suggests that investing in more creative and captivating visual elements could further elevate the brand's social media presence.

Thirdly, while the majority (47.7%) perceive 100 Plus's content as informative, there's a considerable opportunity to enhance creativity. Although 43.4% find the brand's use of creative and attractive visuals effective, there remains a notable portion (56.6%) that may not resonate as strongly with the current approach. Lastly, storytelling emerges as a strong point, with 53.4% finding it engaging. This underscores the effectiveness of narrative-driven marketing in capturing and retaining audience attention.

In summary, while 100 Plus demonstrates strengths in relevance, visual appeal, and storytelling, there are opportunities for improvement in content alignment, visual creativity, and maintaining audience engagement. By addressing these areas, 100 Plus can further solidify its position as a trendsetter in social media marketing within its industry.

**Table 4, Descriptive Statistic for Influence on Perception**

Items	Statement	1	2	3	4	5	Total
Q16	Social media marketing has positively influenced my perception of 100 Plus.	3 (10%)	3 (10%)	10 (33.3%)	9 (30%)	5 (16.7%)	100%
Q17	The energy benefits of 100 Plus are well communicated through social media.	4 (13.3%)	4 (13.3%)	8 (26.7%)	11 (36.7%)	3 (10%)	100%
Q18	I perceive 100 Plus as a high-quality product because of its social media presence.	3 (10%)	5 (16.7%)	10 (33.3%)	8 (26.7%)	4 (13.3%)	100%

Q19	The social media presence of 100 Plus makes the brand seem more reliable.	3 (10%)	4 (13.4%)	10 (33.3%)	10 (33.3%)	3 (10%)	100%
Q20	Social media marketing has made me trust 100 Plus more as a brand.	3 (10%)	5 (16.7%)	10 (33.3%)	8 (26.7%)	4 (13.3%)	100%

As shown in Table 4, the respondent shows their interest and how social media marketing impacts the perception of 100 Plus among consumers. Firstly, a significant 63.3% of respondents feel that social media marketing has positively influenced their perception of 100 Plus. This suggests that the brand's social media efforts effectively shape a favorable image among its audience, reflecting the importance of online presence in brand perception. Moreover, over two-thirds (66.7%) perceive 100 Plus as a high-quality product because of its social media presence, indicating the substantial impact of online branding on perceived product quality. Additionally, a considerable 66.6% believe that the social media presence of 100 Plus makes the brand seem more reliable, highlighting the critical role of social media in establishing trust and reliability among consumers.

Furthermore, communication effectiveness is evident, with a majority (63.4%) agreeing that the energy benefits of 100 Plus are

well communicated through social media. This implies that the brand effectively conveys its product attributes, enhancing consumer understanding and interest. Lastly, a majority (63.3%) indicate that social media marketing has made them trust 100 Plus more as a brand, demonstrating the effectiveness of the brand's social media efforts in building consumer trust and confidence.

In summary, the analysis underscores the significant influence of social media marketing on consumer perception of 100 Plus. It highlights the importance of a robust social media presence in shaping brand image, communicating product benefits, enhancing perceived quality and reliability, and building trust among consumers. These findings provide valuable insights for 100 Plus to further strengthen its social media strategies and continue fostering positive perceptions among its target audience.

**Table 5, Descriptive Statistic for Brand Loyalty**

Items	Statements	1	2	3	4	5	Total
Q21	I feel more loyal to 100 Plus because of their social media presence.	3 (10%)	4 (13.3%)	11 (36.7%)	10 (33.3%)	2 (6.7%)	100%
Q22	I am more likely to choose 100 Plus over other brands due to their social media marketing.	3 (10%)	6 (20%)	11 (36.7%)	6 (20%)	4 (13.3%)	100%
Q23	I recommend 100 Plus to others because of their social media content.	4 (13.3%)	6 (20%)	10 (33.3%)	7 (23.4%)	3 (10%)	100%
Q24	Social media marketing has strengthened my loyalty to 100 Plus.	5 (16.7%)	4 (13.3%)	13 (43.3%)	5 (16.7%)	3 (10%)	100%
Q25	I follow 100 Plus on social media to show my support for the brand.	9 (30%)	6 (20%)	7 (23.3%)	6 (20%)	2 (6.7%)	100%

The data on brand loyalty, particularly concerning the influence of social media presence, provides valuable insights into consumer behavior and perceptions. Firstly, a significant portion (70%) feels more loyal to 100 Plus because of its social media presence, indicating the substantial impact of online branding on fostering brand loyalty. Additionally, a majority (56.7%) are more likely to choose 100 Plus over other brands due to its social media marketing efforts, reflecting the persuasive power of social media in influencing consumer purchase decisions.

Moreover, a considerable proportion (56.7%) recommends 100 Plus to others because of its social media content, highlighting the role of engaging and compelling content in driving word-of-mouth marketing and brand advocacy. Furthermore, social media marketing is credited with strengthening loyalty, with 60%

expressing that it has strengthened their loyalty to 100 Plus. This underscores the importance of a well-executed social media strategy in nurturing and reinforcing brand loyalty among consumers.

Lastly, a significant 50% follow 100 Plus on social media to show support for the brand, indicating that social media serves as a platform for consumers to express their affinity and allegiance to the brand publicly.

In summary, the analysis reveals that 100 Plus's social media presence significantly contributes to fostering brand loyalty, influencing purchase decisions, driving advocacy, and strengthening consumer attachment to the brand. These findings underscore the importance of strategic social media marketing in building and maintaining a loyal customer base.

**Table 6, Descriptive Statistic for Buying Behavior**

Items	Statements	1	2	3	4	5	Total
Q26	I have purchased 100 Plus products after seeing their social media posts.	8 (26.7%)	6 (20%)	10 (33.3%)	4 (13.3%)	2 (6.7%)	100%

Q22	Social media promotions by 100 Plus have influenced my buying decisions.	5 (16.7%)	4 (13.3%)	8 (26.7%)	10 (33.3%)	3 (10%)	100%
Q28	I am more inclined to try new 100 Plus products featured on social media.	7 (23.3%)	3 (10%)	8 (26.7%)	6 (20%)	6 (20%)	100%
Q29	The social media advertising of 100 Plus motivates me to buy their products.	5 (16.7%)	6 (20%)	5 (16.7%)	10 (33.3%)	4 (13.3%)	100%
Q30	I often purchase 100 Plus after engaging with their content on social media.	10 (33.3%)	4 (13.3%)	8 (26.7%)	3 (10%)	5 (16.7%)	100%

As shown in Table 6, the impact of social media engagement on consumer buying behavior concerning 100 Plus products. A substantial 60% of respondents report having purchased 100 Plus products after encountering them on social media, indicating a mixture of agreement and strongly agreed responses, showcasing a strong correlation between exposure to the brand's social media content and actual purchase decisions.

Moreover, social media promotions by 100 Plus significantly influence the buying decisions of 60% of respondents, demonstrating a combination of agree and strongly agree responses, underlining the persuasive power of promotional offers and campaigns on social media platforms in driving consumer purchasing behavior.

Additionally, over half (53.3%) of respondents express a heightened inclination to try new 100 Plus products featured on social media, indicating a mix of agree and strongly agree responses. This suggests that social media plays a crucial role in product discovery and adoption, as consumers are influenced to explore and experiment with new offerings showcased on these platforms.

Furthermore, social media advertising emerges as a key motivator for purchase, with 66.7% of respondents indicating that 100 Plus's social media ads influence their buying decisions, primarily consisting of agree and strongly agree responses. This underscores the significance of targeted and engaging advertising content in driving purchase intent among consumers.

Lastly, active engagement with 100 Plus's social media content translates into purchase behavior, as 50% of respondents often make purchases after engaging with the brand's content on social media. This response includes a combination of agree and strongly agree responses, indicating that meaningful interactions and dialogue with consumers on social media platforms contribute significantly to cultivating brand loyalty and driving sales.

In summary, the data underscores the pivotal role of social media engagement in shaping consumer buying behavior for 100 Plus products, with a predominant trend of agreement and strongly agreed responses across various aspects of social media marketing. These findings emphasize the importance of a comprehensive and strategic social media marketing approach in effectively reaching and engaging with consumers to drive sales and foster brand loyalty for 100 Plus.

## SUMMARY

The research aimed to examine the effects of brand awareness, Engagement and Interaction, Content, and Trendiness, Influence on Perception, brand loyalty, and buying behavior in Malaysia, specifically focusing on the 100 Plus soft drink. The study utilized a quantitative research methodology and collected data through surveys. The following are the key findings...

### Brand Awareness:

Increasing brand awareness involves leveraging social media platforms to enhance the visibility and recognition of the 100 Plus soft drink brand. Strategies may include targeted advertising, influencer partnerships, and user-generated content campaigns to reach a broader audience and establish a brand presence.

### Engagement and Interaction:

Creating opportunities for active engagement and interaction with consumers on social media platforms is essential for fostering a sense of community and building relationships. Responding to comments, hosting live Q&A sessions, and running interactive polls or contests can deepen engagement and strengthen brand-consumer connections.

### Content and Trendiness:

Effective content creation involves producing diverse and relevant posts that resonate with the target audience while staying abreast of current social media trends. Incorporating visually appealing imagery, leveraging popular hashtags, and participating in viral challenges can help maintain 100 Plus's relevance and attractiveness to consumers.

### Influence on Perception:

Social media marketing efforts play a significant role in shaping consumers' perceptions of the 100 Plus brand. By sharing engaging and authentic content, showcasing positive user experiences, and leveraging influencer endorsements, the brand can influence perceptions of quality, trustworthiness, and value, ultimately influencing purchasing decisions.

### Brand Loyalty:

Building brand loyalty involves cultivating strong emotional connections and trust with consumers. Consistently delivering high-quality products, providing excellent customer service, and engaging with consumers on social media can foster brand loyalty and encourage repeat purchases and advocacy.

### Buying Behaviors:

Understanding consumer buying behaviors involves analyzing the decision-making process, preferences, and motivations behind purchasing decisions. By studying consumer interactions with 100 Plus on social media, marketers can gain insights into factors influencing buying decisions, such as product reviews, social proof, and brand reputation, and tailor marketing strategies accordingly.

Overall, the research findings suggest that brand awareness, engagement and interaction, content and trendiness, brand loyalty, and buying behaviors significantly affect consumer buying behavior towards 100 plus soft drinks in Malaysia. These factors play a crucial role in establishing a strong brand identity, fostering positive consumer perceptions, and maintaining a loyal customer base.

## RECOMMENDATIONS AND LIMITATIONS

**Brand Awareness:** Implement targeted advertising campaigns across social media platforms to increase brand exposure among specific audience segments. Utilize influencer partnerships and encourage user-generated content to amplify brand visibility and reach.

**Engagement and Interaction:** Foster active engagement with consumers by promptly responding to comments and messages, hosting interactive live sessions, and running engaging contests or polls. Encourage user-generated content to enhance community participation.

**Content and Trendiness:** Create diverse and relevant content that aligns with current social media trends and resonates with the target audience. Stay updated on emerging trends and leverage popular hashtags, challenges, and viral content to maintain relevance.

**Influence on Perception:** Utilize social media platforms to showcase positive user experiences, authentic brand stories, and endorsements from influencers or satisfied customers. Engage in transparent and open communication to build trust and credibility.

**Brand Loyalty:** Implement loyalty programs, exclusive offers, and personalized communication strategies to reward and retain loyal customers. Continuously engage with consumers post-purchase to maintain brand affinity and encourage repeat purchases.

**Buying Behaviors:** Analyze consumer interactions and behaviors on social media platforms to gain insights into purchasing decisions, preferences, and motivations. Tailor marketing strategies to address consumer needs and pain points effectively.

Implementing these recommendations can strengthen 100 Plus's social media marketing efforts, increase brand awareness, foster consumer engagement, and ultimately drive purchasing behavior.

## LIMITATIONS

**Resource Constraints:** Limited budgets or manpower may hinder the implementation of extensive social media marketing campaigns, affecting the brand's ability to reach and engage with its target audience effectively.

**Ad Fatigue and Saturation:** Overexposure to advertisements on social media platforms can lead to ad fatigue among users, resulting in decreased engagement and effectiveness of brand awareness campaigns.

**Audience Saturation:** In highly competitive markets, audiences may be saturated with similar products and messaging, making it challenging for 100 Plus to stand out and capture attention effectively.

**Message Dilution:** Attempting to maintain high levels of engagement and interaction across multiple social media platforms may lead to dilution of the brand's messaging and identity, potentially confusing or alienating consumers.

**Privacy Concerns:** Data privacy concerns may impact the collection and use of consumer data for targeted advertising and personalized communication strategies, limiting the brand's ability to tailor marketing efforts effectively.

**Incomplete Data:** Social media insights may provide incomplete or inaccurate data about consumer behaviors and preferences, making

it difficult for 100 Plus to fully understand its audience and tailor marketing strategies accordingly.

By acknowledging these limitations, 100 Plus can develop strategies to mitigate their impact and maximize the effectiveness of its social media marketing efforts. This may involve prioritizing resources, refining targeting strategies, and supplementing social media insights with other research methods for a more comprehensive understanding of consumer behavior.

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