

Investigating Young Consumers' Perception on E-commerce: Malaysian Perspective

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ABSTRACT

This research aimed to understand e-marketing aspects of luxury goods among Malaysian youth. A survey methodology using questionnaires was adopted to solicit the required information from 350 respondents. The data were analyzed by exploratory factor analysis and multiple regressions to test the hypothesis. According to this research, social networking websites had a positive impact on the perception of young Malaysian consumers. The researcher concluded that social networking websites and mobile marketing are the main factors which positively influence consumers' perceptions.

KEY WORDS: Luxury Goods; Young Consumers` Malaysia, Perception and Ecommerce.

1-INTRODUCTION

As the world get into the twenty-first century, the business approach of companies and manufacturer has changed due to the advent of the Internet with its rapid attributes (Ainin & Noor Ismawati, 2003). Usage of the Internet also computer devices, smart phones like emails and even social network websites like Face book, LinkedIn or Twitter has become an essential daily need for many people (Raad, Yeassen, Alam, Zaidan, & Zaidan, 2010). To reap the benefit of the Internet usage, numerous activities have been already undertaken in many firms and businesses for enhancing their official websites; also, some have thought about providing certain tools to speed up the profit of their business using the Internet and online communication. The emergence of e-commerce, which provides a new and effective way for businesses and customers in terms of performing online transactions through the electronic environment, especially the Internet (Adam, Bednall, & Featherstone, 2011; Anderson, 2007; Berthon, Pitt, Planger, & Shapiro, 2012; Chan, Cheng, & Hsien, 2011; G.J. Dehkordi, Rezvani, Salehi, Egtebasi, & HasanAbadi, 2012; El-Gohary, 2010; Genre, 2008; Hamill, 1997) has occurred as the result of these changes. Furthermore, some other firms are seeking to increase their return using e-marketing aspects.

From a marketing point of view in general and e-marketing one in particular, price or reduction of price in promotions is generally the first factor that would cause purchase (Chan et al., 2011). Therefore, to understand the best way for the business with the goal of enhancing its service delivery to consumers using e-marketing attributes, first, the variety of e-marketing must be looked at, in which promotional messages can be delivered through mobile marketing, email marketing, pop ups and social media as the main parameters of e-marketing, which can be used to deliver promotional alerts and thereby create awareness.

Customizing the Internet environment is a key factor in helping firms and businesses to improve effectiveness of online promotions in marketing aspects (Zhang & Wedel, 2009). While, in the Internet environment, buying and purchasing have become easy, another side of this issue is the perception and behavior of consumers, which is a factor that is not clear for businesses, issues like people who may added to this huge community which use internet as a place for buy and sell can be consider as significant role for firms (Vicdan, Chapa, & de Los Santos, 2007). Therefore, there is a need for further studies on different aspects of e-commerce and e-marketing that has positive influences on people's perception.

On the other hand, as shown by the statistics, in the United States, e-commerce captures 70% of the value of the world market, which is followed by Europe with 14%, Canada with 8% and finally Asia-Pacific region with only 5% (Paynter and Lim 2001). This information indicates the capacity of improvement that can be made in Asian and Pacific nations to capture the benefits of e-commerce services for both businesses and people.

Among Asia Pacific countries, Malaysia is a fast growing country, which is transforming from an agricultural basis to industrial orientation (Choy, 2004). This transformation is based on Malaysia's goal for building a knowledge-based society by the year 2020. To improve the business environment and the public service delivery system, greater utilization of information and communication technology (ICT) and e-commerce is emphasized in

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day-to-day operation (Tenth Malaysia Plan, 2010). According to the importance of using ICT and e-commerce to ensure that all Malaysians share the benefits of knowledge based society, this research could help the firms to provide a more functional service based on Malaysian taste and trend in terms of facing e-marketing promotion. Therefore, this work attempted to understand which kind of e-marketing aspects is better perceived by young consumers in Malaysia in terms of luxury goods. Malaysian youth have been chosen as the respondents because they are much more involved with Internet devices than the older generation.

2- LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2-1 Consumer perceptual differences

E-marketing and Internet advertising have shown steady growth in the last few years. Studying seven leading countries (United States, Japan, Germany, United Kingdom, France, China and Brazil) has shown an increase in the Internet-based e-marketing while conventional media advertising and sales promotion have indicated slight decline (Barwise & Farley, 2005). As the prospect of e-marketing and electronic service deliveries depends on customers, therefore, understanding customers' perceptions for meeting their expectations has turned to a challenge (Haque, Ismail, & Daraz, 2009).

Customers' perception is observed as a larger concept than users' satisfaction. From this point of view, evaluating the customer experience is essential for many technology products and services (G. M. Wilson & Angela Sasse, 2004). Interpreting experiences shapes perception and there is a growing interest in understanding customers' experience (Hiltunen, Laukka, & Luomala, 2002). Customers are willing to be involved in electronic interactions in the e-commerce environment only if they perceive to get value from their interactions. From customers' viewpoint, value might be defined in terms of fulfillment with the service received in the course of whole customer practice and experience (Haque *et al.*, 2009; Petre, Minocha, & Roberts, 2006). Customers are satisfied with the electronic systems when providing the maximum convenience and comfort at the time of transaction and the Internet facilitates operation of electronic systems to fetch these results (Singhal & Padhmanabhan, 2008).

In today's commercial world, e-commerce services provide swifter transfer of information (Salawu & Salawu, 2007). In addition, in order to have a superior business performance, it is perceived that e-commerce services, with leading a shift in marketing practices, become an important channel for selling services and products (Brodie, Winklhofer, Coviello, & Johnston, 2007; Gan, Clemes, Limsombunchai, & Weng, 2006; Gonzalez, Mueller, & Mack, 2008; Singhal & Padhmanabhan, 2008). As has been proven in the context of Internet banking (AKINYOSOYE–GBONDA, 2011; Salawu & Salawu, 2007; Singhal & Padhmanabhan, 2008), faster and more convenient delivery of information from the service provider to customers would enable electronic marketing system to be differentiated from traditional marketing operation.

Trust is considered a prerequisite for a successful transaction because consumers hesitate to get involved in any transaction unless they trust the seller (Gefen, 2002; D. J. Kim, Ferrin, & Rao, 2008; Urban, Sultan, & Qualls, 2000). Some have argued that trust is even more important in online transactions than traditional ones (D. J. Kim *et al.*, 2008). User friendliness is another important factor that forms conceptual differences.

Various factors contribute to the customer's perceptions such as convenience (Beer, 2008; Williamson & Money–America's, 2006), trust (Chellappa, 2002; Haque *et al.*, 2009), user friendliness (Beer, 2008; Laforet & Li, 2005), security (Chellappa, 2002) and reliability (Jun & Cai, 2001; Williamson & Money–America's, 2006).

The dependant variable of this research (i.e. the significant factor of this study,) was consumers' conceptual differences. Various academic studies have cited possible inconsistency between retailers and consumers, which may lead or create different opinions between consumers (citing some of this various sources). Accordingly, Dornoff and Tankersley (1975) perceived a huge difference between consumer perception in the camper of retailers and business owners' perception in a specific market. Based on this research, market owner and researchers collectively and individually have different perceptions and these differences create actions which in turn lead to customer frustration from consumer perceptions. The present research tried to understand impact of four selected factors of e-marketing as independent variables on perceptual differences of online consumers in confrontation of these factors. The aim of this research was to understand which factors of promotional distributors were more likely to gain consumers' positive perception.

In the globalization and technological era in the developing economy, conducting businesses has undergone many changes among the nations (Ainin & Noor Ismawati, 2003).

Criteria of researches during these years have been about: e-reading, e-business, e-marketplace, e-relationship, e-security, e-supply chain management, e-service, e-marketing, mobile marketing, Internet adoption and some others. E-commerce has been the major area of research followed by e-business and marketing through the Internet (Goodarz Javadian Dehkordi, Rezvani, Rahman, Fouladivanda, & Jouya, 2012). However, most of the empirical

studies have been conducted in the United States, Australia, New Zealand and UK. These four countries have been the biggest ones in terms of the number of papers published in this research area (El-Gohary, 2010). So, this research was conducted to investigate impact of influential factors of e-marketing on consumers' perception in Malaysian context.

2-2 Mobile marketing

The latest development of mobile technology all over the world and penetration speed and characteristics of mobile devices have made this device one of the ultimate marketing tools in the business world. There is no doubt that mobile devices have virtually penetrated into every aspect of people's lives all over the world and this widespread usage of mobile devices has provided a profitable business tool for firms (Hiltunen et al., 2002; Persaud & Azhar, 2012). This device provides magnificent services for the companies. Mobiles can provide services, indifferent segments of business such as customer relationship management, advertisement sending of alerts and customer awareness about different products and services (Shankar & Balasubramanian, 2009). As an illustration, by considering a quick overview of statistics about advertisement via mobile devices, advertisement revenue in 2007 was US\$ 2773 million; in 2008 this figure increased to US\$ 4957 and is predicted to exceed US\$ 16 billion in the next 3 to 4 years. This developing marketing environment has created an attractive spot of research for many years in business field of study (Varnali & Toker, 2010).

Mobile phones have become an essential utility for customers in their lives, consequently youth and teenagers are not an exception. The extensive adoption of this device has created noteworthy opportunities for marketers to use and increase their alertness and create a connection between them and their customers. This capability makes mobile phones a enormous marketing tool for firms to serve and reach customers anytime in anyplace (Persaud & Azhar, 2012).

2-2-1 Mobile marketing and consumer perception

Mobile and marketing through mobile devices have nowadays become one of the routine and common ways of marketing (Rohm & Sultan, 2006). Every day, new application are presented for specific brands of Smart phones which make customers tend to promotions and news and may help firms and businesses to raise awareness in order to provide sales and profit for themselves and also satisfy their customers. According to Shankar, V (2010), a huge number of people who can be considered adopters of this device have shown that electronic communication and promotions distributed through mobile devices have emerged in people's lifestyles (Suoranta & Mattila, 2004; Varnali & Toker, 2010) and can be labeled as a popular and new channel for delivering messages to customers and a mass market for executing mobile transactions which can be delivered via this device through text, audio or even video (Barnes & Scornavacca, 2004; Chowdhury, Parvin, Weitenberner, & Becker, 2006; Gressgard & Stensaker, 2006; Haghirian & Inoue, 2007; Shankar, Venkatesh, Hofacker, & Naik, 2010).

H1: Promotional messages distributed through mobile marketing have a positive influence on perception of Malaysian youth consumers

2-3-Email marketing

Many researchers have described e-mail marketing as one of the most excellent advertising techniques for online businesses. The greater parts of Internet users particularly e-mail users, which are increasing speedily push businesses to use this utility in their business, mainly in their marketing aspects and advertisement attributes. Those researchers have explored email marketing as an exclusive way of doing marketing which is cheap to enroll and easy to access and has been introduced as a principal dimension that is the most useful way to gain returns for firms by Internet marketers (Jackson & DeCormier, 1999; Raad et al., 2010; Rettie, 2002). The findings by Salehi and Mirzaei (2012) indicated that recruiting a good email marketing message can be helpful in various fields such as raising sales communications and conversations between firms and customers, creating decreasing expense in repetition sales, introducing and creating notifications about new products and services for customers, helping companies to easily achieve feedback from customers and pushing customers to make an offline purchase (Salehi, Mirzaei, Aghaei, & Abyari).

2-3-1 Email marketing and consumer perception

The potential of emails is evident in marketing aspect and all firms and companies constantly try to prepare a list of their customers. Email is a source for preparing data and information both in customers' minds and business owners and is relatively eye-catching (Jackson & DeCormier, 1999; Raad et al., 2010). In this research, marketing through email was considered one of the independent variables to understand the relationship between this tool and consumers' perception and to find the differences in perception among other independent variables.

H2= Promotional messages distributed through email have a positive effect on perception of Malaysian youth consumers

2-4-Web Marketing

One study has introduced impact of web on marketing by this statement: Do you remember the days that people were introduced to web 1.0 (Parise & Guinan, 2008), tsunami of technology that was provided for people to interact with firms and companies and get data and information, which became known as World Wide Web (D. W. Wilson, Lin, Longstreet, & Sarker, 2011). Those days, only a few firms tended to convert their brochure from physical into electronic type and make a simple website to create a facility for transferring data to their customers and also ease their way to reach customers. Since this medium gradually became popular and online presence extended at rapid growth, firms found websites and web marketing as “New Eldorado” and a space to do business (Berthon *et al.*, 2012; Parise & Guinan, 2008; Rossiter & Bellman, 1999; Welker, Guo, & Shamdasani, 2011).

By considering the main issue of this research as the promotional aspect of e-marketing, issues like emotional impact of website were a very important factor which could be very effective in attracting and drawing customers to firms (Constantinides, 2002).

More recent development and research about interactive communication between firms and customers and also advertisement and promotional activities grouped under web 2.0 and web 2.0 banner, social networking sites, sharing sites, collaborating wikis, widgets and Ajax are some samples of web 2.0. Web has employed all aspects and manners of marketing communication between firms and customers (Adam *et al.*, 2011) regardless of exclusivity of web 2.0 in the marketing field.

2-4-1 Web marketing and consumer perception

Since 1997, the Internet has been commercialized in the world ;therefore, Participates in this regards like marketers tend to use it as a medium asince it is cheaper and has greater capability in comparison to other tools and platforms used prior to distributing information and media in terms of global market. The Internet is popular not only because of its capacity but also owing to some facilities in managerial attributes such as digital customers' data and electronic CRM, which make this tool a favorable matter for marketers and marketing studies (Fagerstrøm & Ghinea, 2010). Web marketing in this research discussed banner advertising and pop up windows which appeared in front of Internet users while surfing web pages. According to Mehta, D. 2010, companies around the world are all looking at innovative ideas and tools that would create values for their customers and retain them. This competitive environment in some firms that have adapted e-marketing can come through techniques like Pop ups or banner advertisement. These techniques focus on targeting multiple customer segments at one time (Mehta, Sharma, Mehta, & Jain, 2010).

H3= Promotional messages distributed by firms' and companies' web pages as banner ads or pop up messages have a positive impact on perception of Malaysian youth consumers.

2-5- Social network and social media marketing

According to Kim and Ko (2010), social media can have a stunning impact on brand reputation. They put in that one-third of studies on this matter has shown that posting opinions on the subject of products and brand in brand blog is seen much more and 36% believe that brands which have a blog are considered more positively by customers than those that do not (J. Kim, Kim, & Kim, 2010). Statistics have demonstrated that in DEI worldwide (2008), 70% of customers used social media for getting information, 49% of the above figure made their purchase decisions based on information that they got from social media and 60% declared that they tended to get information from social media. That research also showed that 45% of people who obtained information from social media sites were involved in word of mouth. Moreover; this research declared that companies which did not use this option in their online marketing strategy were missing the fortune of getting customers and understanding their needs and wants based on the information available on the social media sites. For example, D&G, an Italian brand, uses social networks to get comment from its customers. D&G for example calls fashion bloggers to the catwalk show and asks them to upload to Twitter or Face book and get feedback instantly. This way, it lets the customers see their favorite band through a D&G blog without any involvement in any merchandise or fashion editor. This option allows firms to reach customers in an easy way which helps them to be close to customers (A. J. Kim & Ko, 2011).

2-5-1 Social network site (SNS) and consumer perception

Social network sites mostly abbreviated to SNSs have attracted millions of users that use this medium daily (Ellison, 2007). Social networking sites are of interest for managers because of the unique opportunities provided for the business world. The relationship created by this option between business owners and customers is very powerful. Pegani *et al.* (2011) also added that understanding both psychological aspect and social interaction of participants is

very significant for effective use of SNSs. Networking sites in many different ways create added value for the customers; besides, most of the value creation is made by customer to customer. As an instance, one of them is to facilitate the way that customers connect to firms or companies (Pagani, Hofacker, & Goldsmith, 2011).

Since early 1990 when the Internet was developed and firms tried to integrate their commerce into the electronic environment, WWW has been used as a new marketing channel to show recommendations from previous customers. Globalization of the Internet has pushed customers to share their ideas and recommendations with mediums provided for them in order to participate in the electronic word of mouth. Electronic word of mouth permits customers to not only gather information about goods and services which they are looking for but also make them know about the experience that people would have from different places or different geographical areas. Recent surveys about this phenomenon have found that most customers perceive other people's opinion as trustworthy as brand web pages (Jalilvand, Esfahani, & Samiei, 2011). Table 1 shows the independent variables and their definitions.

H4 : Promotional messages distributed on social networking sites in business blogs or electronic word of mouth has a positive impact on perception of Malaysian youth consumers.

Table 1: List of independent variables, description, definition and sources

Independent variables	Description	Source
Mobile marketing	Mobile marketing has become a two way or multi way communication device for firms to create connections with their customers. Besides, flow of usage of mobile devices nowadays and quick growth of mobile applications in the market using this device is likely to increase market income.	(Shankar & Balasubramanian, 2009)
Email marketing	Email marketing is defined as one type of direct marketing tactic in terms of using electronic devices to enhance quality of service; it also increases customers' attention and awareness which, with no doubt, brings more income for firms and businesses in gaining profit.	(Salehi et al.) 2012
Web marketing	Information in this era has become a significant issue; to fulfill this focus, many websites keep up multi-faceted platforms for people, firms, marketers, etc. to be used for their requires and to increase their profit.	(Ivie et al., 2011)
Social network marketing	Social networking sites in many ways add value to customers; besides, most of the value creation is made by customer to customer. These web sites are a magnificent place for sharing thoughts, comments and experience and both customers and business owners can use them to enhance and increase their quality in terms of providing goods and purchasing aspects.	(Pagani et al., 2011)

3- RESEARCH METHODOLOGY

Research philosophy had a quantitative approach survey method and used questionnaire for data collection. The purpose of this section of research is to develop a quantitative research to identify e-marketing promotion tools and their influence on perceptual differences of Malaysian young generation. In this study, type of investigation was a casual one on the unit of analysis of youth students who live and study in Malaysia (between 18 to 35 years old) and use the Internet on a daily basis for their email or use social networking like Facebook, Twitter or Linked-in. This study was designed to answer two objectives in this research.

3-1 Sample and data

Source of data collection in this study was primarily and secondary data collection. Primary data collection means distributing questionnaires to the participants to understand their perception about each type of e-marketing promotions. Source of secondary data includes a variety of sources like magazines, website books and online database like science direct, emerald, Proquest, Ebsco, etc.

This research is distributed among university student in Cyberjaya will be classified into cluster probability sampling type.

3-8-3 Measurement Scale

In this research, the questionnaire was designed using a five point Likert scale.

3-2-1 Sample size and location

Population for the data sampling included youth university students, between 18 and 35 years old, both male and female in the Cyberjaya City of Malaysia. Population of university students according to the neocyber.com.my website was about 13000. This figure contained entire students in 4 universities of this city: Multimedia University,

Lim Kok Wing University, College of Creative Technology and Cyberjaya University College of Medicine. According to the above equation, N equals 13,000 and e is 0.05; so, parameter n of this research was about 350 sets of questionnaires.

4- Validity and reliability of the measures

Concurrent and predictive validities are mostly judged by the degree that an instrument can estimate an outcome. According to Burns (1997), this type can mostly express the estimated and predictive validity by the correlation coefficient between predicted status and the criterion (Burns, 2000). Reliability of the questionnaire in this research was performed to determine whether the 4 variables consistently reflected the measured construct. In order for this analysis, Cronbach's alpha was calculated to examine internal consistency. Cronbach's alpha was indexed for examining the internal consistency of this research. It ranges from 0.0 to 1.0. When being close to 1.0, items are in high internal consistency reliability. According to Sekaran (2006), Cronbach's alpha which is above 0.8 is considered good, above 0.7 is acceptable and less than 0.6 is poor in the reliability test.

Reliability of this research was conducted to ask in different people in different level of education to understand the variety of perception of e marketing kind to declare promotion. Then, using 30 respondents, pilot studies were done to prove reliability of this research. Table 2 presents the results of reliability test.

Table 2: Results of reliability test:

	Cronbach's alpha	Number of items
Mobile marketing's reliability test	0.842	8
Email marketing's reliability test	0.861	4
Web marketing's reliability test	0.763	6
Social networking site's reliability test	0.754	14
Reliability test of consumers' perception	0.772	5

By considering the above table, reliability test demonstrates that Cronbach's alpha was above 0.7% for all the variables, which indicated that the test was reliable and could proceed further. The closer the Cronbach's alpha to 1.0, the greater the internal consistency of the items in the scale. In their book, George and Mallery offered the following rules of thumb: "greater than 0.9 is Excellent, greater than 0.8 is Good, greater than 0.7 is Acceptable, larger than 0.6 is questionable, greater than 0.5 is Poor and finally less than 0.5 is Unacceptable". Since the present results were in the range of excellent, thus, there was a deep influence of the independent variable on the dependent variable (George & Mallery, 2003).

The survey was concerned with assessing consumers' perception of buying luxury brand products through e-marketing promotions. The survey's results acquired from 212 respondents are explained in the above Table 4.12 through the Principal Component Analysis (PCA) to investigate the underlying factors related to the items. Results for KMO in this study were highly significant, except email marketing. Therefore, this research concluded that this variable was suitable for the factor analysis.

RESULTS AND ANALYSIS

This research was designed to test the hypotheses that the four e-marketing promotional factors (mobile marketing, email marketing, Web marketing, social networking sites) had a significant effect on consumers' perception towards buying luxury brand products.

The research presented the personal data of 212 students of both international and local communities. Table 3 shows the correlation analysis:

Table 3: Correlation analysis

VARIABLES	Mobile marketing	Email marketing	Web marketing	Social network	Purchase intention
1 Mobile marketing	1.00				
2 Email marketing	0.401**	1.00			
3 Web marketing	0.268**	0.448**	1.00		
4 Social network	0.383**	0.459**	0.433**	1.00	
5 Purchase intention	0.376**	0.397**	0.365**	0.456**	1.00

Pearson correlation showed that all the variables (mobile marketing, email marketing, Web marketing and social networking site) had significant relationship with the dependent variable of consumers' perception towards

buying luxury brand products. As the r value of the variables is positively associated, it can be said that the variables are positively strength with each other.

Social networking sites were found to have the highest and positive relationship with the dependent variable. In Table 4, the coefficient and regression analysis are given.

Table 4: Coefficient and regression analysis

Independent variables	Unstd. Beta	Std. Beta	t	Sig. value	VIF
Constant	0.601		2.356	0.019	
Mobile marketing	0.180	0.182	2.768	0.006	1.270
Email marketing	0.132	0.141	1.974	0.05	1.496
Web marketing	0.144	0.141	2.061	0.041	1.365
Social networking	0.273	0.261	3.707	0.00	1.453
R = 0.543, R-Square = 0.295, Adjusted R Squared = 0.281, F = 21.625 , Sig. F =0.00					

From the above table, b value indicates individual contribution of the independent variables to the dependent variable.

b value also reveals the relationship between the predictor and outcome.

Thus, from the table, the following equation can be obtained:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 0.601 + 0.180 (\text{Mobile Marketing}) + 0.132 (\text{Email Marketing}) + 0.144 (\text{Web Marketing}) + 0.273 (\text{Social Network Site}) + e$$

From the above estimated equation, this statement can be declared that, for b1, coefficient of the independent variable of mobile marketing showed that, when there was one unit of improvement in the mobile marketing, there was 18% of increase in the consumers' perception. Thus, 18% of consumers had perception to buy luxury brand products through mobile marketing.

Similarly, for the estimated coefficient b2, there was 13.2% of increase in the consumers' perception by email marketing. But, this variable was found to be non-significant. Thus, it can be said that there may not be very high influence of email marketing towards increasing consumers' perception of buying luxury brand products.

For b3, coefficient of web marketing showed that, when there was one unit of increase in the web marketing, there is 14.4% of increase in the dependent variable of consumers' perception towards buying luxury brand products.

For b4, when there was an increase of one unit of social networking site, then there was 27.3% of increase in consumers' perception of buying luxury brand products. Thus, the model showed a positive relationship between social networking sites and consumers' perception. From the coefficient analysis, this finding was made that customers are more attracted to the emarketing promotions through social networking site compared to other e-marketing promotion methods.

Cohen (2003) explained the rule of thumb for VIF as if the VIF value of 5 and higher could cause further investigation into the given predictor. The results of this study showed that the VIF value was below 5, as in Table 4.10. Thus, it can be concluded that there is no multi co-linearity amongst the variables.

Multiple regression analysis was also performed separately for understanding the overall influence of the independent variables (mobile marketing, email marketing, web marketing and marketing with social networking sites) on the dependent variable of consumers' perception towards buying luxury brand products. Multiple regressions are critical when the investigator is only interested in the overall influence of the dependent variable due to the independent variables.

At this point, R square value was 0.295, which stated that around 29.5% of the dependent variable was influenced by the independent variables. The result was not able to fill total gap of the research. Although the results were relevant, this research could not say that the variables taken for the research were enough to investigate the wide topic of customers' perception and other variables surely than these four variables also had some influence (according to Kalyanam and McIntyre (2002), other terms and tools existed in e-marketing issues (Kalyanam & McIntyre, 2002).

Thus, overall, the model was fitted to satisfy all the criteria for the model fit in the regression analysis.

According to the finding, it is noted that email marketing is not able to greatly attract customers' for buying luxury brand products.

DISCUSSION AND FINDINGS

The results of this study showed a positive relationship between promotional messages distributed through mobile marketing and Malaysian youth consumers' perception. This finding was in line with the findings by (Otto & Dehinbo, 2012; Rossiter & Bellman, 1999; Welker et al., 2011). Based on the findings, there was a significant relationship between email marketing and consumers' perception towards buying luxury brand products. It is also theoretically true that customers do not give more preference to the emails explaining on the products due to lack of time and knowledge.

Conclusion

Based on the analysis, factor of social networking sites in the area of marketing had a positive influence on consumers' perception attributes. The results showed a highly significant relationship between e-marketing promotional factors and perception of customers. In the researcher's view, social network sites (SNS) are capable of letting customers view and get more attraction to luxury products compared with other sources of e-marketing.

With the research carry out for this argument, it was found that it is very essential to provide timely services as promised, that the organization should have awareness about operational skills and ability to understand customer needs, they should be also able to communicate correctly and be willing to help out the customers.

In recent decades, ways for providing businesses services have been rapidly growing; meanwhile, customer requirement for high quality service is also increasing. To continue competitive, luxury brand companies need to analyze customers' expectation and perception. The researcher concluded that social networking sites and mobile marketing were the main factors that positively influence consumers' perceptions. Providing an efficient service, increasing product service and purchase behavior of customers comprise the main findings of this paper.

Suggestion for future works

The framework addressed some key, related issues such as consumers' activities, consumer segments and e-marketing adoption, key marketing activities and competition. Thus, it is advised for future research to identify such customer related and organizational challenging scenarios using successful marketing strategies.

Within the service context, there are differences between e-marketing promotional factors and consumers' actual purchase from shops in the value of perceptions. Moreover, the current study found that social networking sites were a significant predictor from the e-marketing perspectives discussed in this study. Mobile marketing and email marketing were not considered a predictable factor for increasing consumers' perception towards buying luxury brand products. Thus, role of web marketing as explained by (Mehta et al., 2010) . This issue deserves devoting more research in future.

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