

Social Media Marketing Strategies to Enhance Brand Passion and Purchase Intention of a Bakery Supply Shop

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Due to Covid-19 pandemic, the new norm of retailing environment and consumer behavior has increased the usage of the Internet and social media drastically. Therefore, social media communication is very important in the current situation as this is the opportunity for retailers and marketers to increase their brand awareness and at the same time trigger the purchase intention into consumers' mind. However, new business of a bakery supply shop could not utilize well the benefits of social media into their marketing strategy. Hence, the purpose of this study is to investigate what are the factors to drive purchase intention of baking products. Further, due to the marketing problems faced by the company, the study will propose marketing strategies that can be used to increase the purchase intention of their baking products. This study will adopt conclusive research design with cross-sectional approach to examine the relationships between firm-created and user-generated social media communication, brand passion, and purchase intention. Judgmental sampling technique is employed for the study. The respondents are chosen with the criteria: Facebook users who have intention to buy baking products and the sample size is 150. The data will be collected using Google Form and analyzed using Statistical Package for the Social Sciences (SPSS) software. This study can contribute to the retailing industry such as bakery supply shops by providing them better insights on how they should manage their social media and utilize the benefits of social media in this rapid technological advancement era.

Keywords: *Brand Passion, Firm-Created Content, Purchase Intention, User-Generated Content*