

# **Social Media Marketing Strategies to Increase Purchase Intention of a Kindergarten**

**Thoo Ai Chin**

**Goh Hui Chin**

**Adaviah Mas'Od**

**Zuraidah Sulaiman**

*Universiti Teknologi Malaysia, Malaysia*

Businesses nowadays are facing competitive dynamics. Thus, digital technology or digitalization is an integral part to increase businesses' online presence. Due to the Covid-19 pandemics, the kindergarten is facing the problem of decreasing purchase intention. This study aims to explore what are the factors and social media marketing efforts that could be used to increase the purchase intention of a kindergarten. A proposed research framework is developed to identify the relationship between the social media marketing element (entertainment and interaction), trust, perceived value and purchase intention. This study uses a quantitative sampling method with expected respondents of 200 people. A set of online questionnaires will be distributed to the targeted respondents. This study is expected to discover the positive and significant relationship between the social media marketing element, trust, perceived value and purchase intention. From the findings, this study suggests the kindergarten to adopt social media marketing in their future marketing plan. This is because entertaining content and interaction on social media are able to build trust and perceived value among the consumers. With trust and perceived value well developed, it is believed that the consumers' purchase intention will be enhanced.

**Keywords:** *Perceived Value, Purchase Intention, Social Media Marketing, Trust*