Social Media Influence on Millennials' Purchase Intentions for H&M Fashion Items During Covid-19

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Keywords	ABSTRACT
Information Sharing, Trustworthiness, Expertise, Entertainment, Electronic Word-of-Mouth	The COVID-19 pandemic exposed vulnerabilities in fast-fashion business models and amplified social media usage among Malaysian millennials. Despite evidence linking social media marketing to purchase intentions, limited research exists on its efficacy for fashion brands during crises. This study analyzes how social media factors—information sharing, trustworthiness, expertise, entertainment, and eWOM—influence millennials' purchase intentions for H&M during the pandemic. A quantitative approach used purposive sampling (n=143 Malaysian millennials aged 20–40). The data collected through structured questionnaires were analyzed using Pearson Correlation and Stepwise Multiple Linear Regression techniques. Results indicated that all five independent variables information sharing, trustworthiness, expertise, entertainment, and eWOM demonstrated a statistically significant relationship with millennials' purchase intention, with all correlations reaching significance at the $p < 0.01$ level. Regression confirmed their predictive power: entertainment (β=0.708, R^2=44.5%), expertise (β=0.696, R^2=42.3%), eWOM (β=0.601, R^2=38.6%), trustworthiness (β=0.600, R^2=29.0%), and information sharing (β=0.512, R^2=21.3%). The results demonstrate that targeted social media strategies (e.g., leveraging entertainment and expertise) can mitigate pandemic-driven market disruptions. Brands like H&M can optimize digital engagement to sustain millennial loyalty during crises. Future research should explore cross-cultural applications and long-term post-pandemic effects.

INTRODUCTION

The global outbreak of the COVID-19 pandemic has presented serious challenges to societies worldwide. In response to the rapid spread of the virus, governments across the globe introduced a range of preventive measures aimed at curbing its transmission and protecting public health. These efforts included lockdowns, travel restrictions, and social distancing regulations, all of which significantly altered daily routines and consumer behavior (Nuzapril et al., 2017). These initiatives included *social withdrawal* (social distancing), the suspension of all physical commercial activities, remote working arrangements, and numerous other actions (Allain-Dupre, 2020). The fashion industry experienced significant disruption during the COVID-19 pandemic, revealing deep-rooted weaknesses in its traditional operational structures particularly those based on fast fashion principles. As a sector heavily dependent on a complex, international supply

chain, the fashion industry was especially vulnerable to the global crisis. Key characteristics of the fast fashion model, including overproduction and the routine disposal of unsold inventory, contributed to substantial inefficiencies and waste. These issues were further intensified by the fragmented nature of global manufacturing, where production is often distributed across geographically distant regions. The pandemic underscored the fragility of this system, challenging the viability of a market-driven economy that prioritizes speed and volume over sustainability. Consequently, COVID-19 served as a catalyst for re-evaluating long-standing criticisms of unsustainable industrial practices within the global fashion sector.

In 2020, the Malaysian Communications and Multimedia Commission (MCMC) released findings from its "Internet Users Survey," revealing that individuals in their 20s and 30s made up 79.5% of internet users, highlighting the strong presence of Millennials, or Generation Y—those born between 1990 and 2000. Complementing this, research by Yazici (2016) showed that 55.7% of Malaysian internet users fell within their teenage to twenties age range, reflecting the rising digital engagement of Generation Z, born between 2000 and 2010. These insights suggest that the majority of Malaysia's online population consists of Generations Y and Z. Amid the COVID-19 pandemic, with people confined to their homes, internet activity surged significantly. This shift led to more time spent on social media platforms, which in turn heightened the potential for online shopping behavior among these digitally native generations.

Millennials represent a unique and influential consumer group shaped by their upbringing in a highly brand-saturated environment. As the first generation to come of age alongside widespread branding and marketing, they are especially responsive to brand cues and exhibit strong brand awareness. Their familiarity with visual branding elements—such as colors, logos, and packaging—makes them particularly attuned to the identity a product conveys. While they are generally brand-conscious and inclined toward materialism, millennials are also known for their dynamic buying behaviors and willingness to shift brand preferences. Fashion brands, in response, continually evolve trends to resonate with millennials' evolving social identities, often rooted in individuality and authenticity. For this generation, fashion is more than just appearance—it serves as a tool for self-expression and a reflection of their core values. Their brand choices are often intentional, aligning closely with their personalities and beliefs, indicating a deep psychological connection between consumer identity and brand identity.

A focused investigation by Kumar et al. (2020) revealed that Malaysian millennials are particularly responsive to social media marketing, frequently interacting with promotional content across digital platforms. As the social media landscape continues to grow, it plays a significant role in shaping consumer purchase behavior, especially among this tech-savvy generation. Although the millennial demographic is diverse, social media provides a unifying space where targeted marketing can be more effectively tailored. Millennials are not only influenced by online personalities and fashion influencers but also actively engage in conversations about current fashion trends with their peers. This makes fashion one of the most relatable and widely discussed topics within their online communities. Consequently, this study centers on fashion-related purchase intentions among millennials. While prior research has identified elements such as information sharing, trust, perceived expertise, entertainment, and eWOM as key drivers of purchase intention, there remains a gap in understanding how these factors specifically influence Malaysian millennials' decisions to buy fashion items via social media, particularly during the unique circumstances of the COVID-19 pandemic.

In this context, H\&M emerges as a prominent case within the global fashion industry, recognized for its rapid growth and strong positioning in the fast fashion market. Known for its ability to deliver trend-driven apparel at affordable prices, H\&M leverages a highly responsive and adaptable supply chain to keep pace with ever-changing consumer preferences. Its ability to forecast trends and deliver fashionable products efficiently has made it especially appealing to millennials. Beyond its commercial influence, the fashion industry supported by brands like H&M also plays a social role by fostering community engagement and self-expression. However, despite its strengths, H\&M faced substantial setbacks during the COVID-19 pandemic, including a 34% decline in revenue between weeks 12 and 22 of 2020 compared to the same timeframe in the previous year. This sharp decrease in demand highlighted the vulnerability of even the most established fashion retailers. As a result, H\&M offers a compelling example for examining how millennial-focused brands navigate market disruptions and adapt to shifting consumer behaviors in times of crisis.

This research aims to explore how social media influences the purchasing intentions of Malaysian millennials toward H&M fashion items during the COVID-19 pandemic. Its distinct contribution lies in its concentrated examination of five specific social media dimensions information sharing, trustworthiness, expertise, entertainment, and eWOM within the context of a global crisis. Unlike prior research by Kumar et al. (2020) and Sheth (2013), which broadly explored social media's influence on millennial consumers, this study offers a more targeted analysis by situating these variables within the fast fashion industry and focusing on a brand H&M that faced significant operational and financial challenges during the pandemic. By applying a quantitative framework, this research provides empirical insight into the effectiveness of digital marketing strategies in times of economic uncertainty, thereby addressing an existing gap in the literature and offering practical implications for fashion retailers navigating market disruptions.

RESEARCH METHODOLOGY

This research adopted a quantitative approach using structured questionnaires to collect data efficiently and objectively. The core objective was to examine how various factors namely information sharing, credibility, subject-matter knowledge, entertainment value, and electronic word-of-mouth affect millennials' intent to make purchases. A qualitative method, while offering depth, typically involves smaller participant groups and extended timeframes, which may compromise the representativeness of results. In contrast, the chosen quantitative method enabled analysis across a broader population, allowing for hypothesis testing and predictive modeling through statistical tools. This approach also ensured higher response rates and increased the reliability and generalizability of the findings.

The choice to implement a quantitative research design was driven by the study's objectives and the limited timeframe available. This method allowed for efficient data analysis using tools such as Descriptive Statistics, Pearson Correlation Coefficient, and Stepwise Multiple Linear Regression to explore relationships between variables and test five proposed hypotheses. The main focus was to interpret data collected through structured questionnaires. In selecting participants, both probability and non-probability sampling methods were evaluated. While probability sampling ensured a more representative and unbiased dataset by offering an equal chance of selection, non-probability techniques like voluntary response sampling relied on participant willingness and ease of access, making them more practical under certain constraints.

This study utilized purposive sampling, a non-probability technique aimed at selecting individuals who met specific predefined criteria. This method was particularly effective for reaching a relatively uniform group and managing smaller sample sizes, making it both practical and resource-efficient. By focusing on participants with relevant experiences and knowledge, purposive sampling enabled the collection of richer, more targeted data, enhancing the accuracy and depth of the analysis. The study set a minimum sample size of 100 participants, specifically targeting millennials aged 20 to 40 who had purchased H&M fashion products through social media platforms during the COVID-19 pandemic.

The analysis in this study was based on data obtained from completed questionnaires. Prior to data entry, all responses were carefully reviewed to ensure completeness and consistency. To explore relationships among variables and support predictive insights, the study employed Descriptive Statistics, Pearson Correlation Coefficient, and Stepwise Multiple Linear Regression Analysis standard tools in quantitative research. These methods helped highlight significant interactions between variables and allowed for broader generalizations. Given their established use in similar studies examining millennials' purchasing behavior in the global fashion sector, these analytical techniques were chosen for their proven reliability and relevance. Consequently, this research applied them to investigate the key factors influencing millennials' decisions to buy fashion items through social media platforms.

RESULT & DISCUSSION
Pearson Correlation Coefficient
This study examined the statistical relationships between several independent variables information sharing, perceived trustworthiness, professional expertise, entertainment value, and eWOM and consumers' purchase intentions. To determine the strength and direction of these associations, the researchers utilized the Pearson correlation coefficient as the main method of analysis, providing insight into how each factor influences the likelihood of purchase among the target demographic.

1. **Verification of Hypothesis 1**
H1: Information sharing on social media will positively affects the purchase intention for a brand

The relationship between information sharing and consumers' intention to purchase was analyzed using the Pearson correlation method. The results revealed a statistically significant positive correlation, suggesting that as the level of information sharing increases, so does the likelihood of purchase. Specifically, the correlation coefficient reported in Figure 4.19 shows a moderate positive relationship ($r(143) = 0.462$, $p < 0.01$), confirming that this association is significant at the 1% level.

Table 1. Results of Correlation between Purchase Intention and Information Sharing

Correlations

		InformationSharing	PurchaseIntention
InformationSharing	Pearson Correlation	1	.462**
	Sig. (2-tailed)		<.001
	N	145	145
PurchaseIntention	Pearson Correlation	.462**	1
	Sig. (2-tailed)	<.001	
	N	145	145

**. Correlation is significant at the 0.01 level (2-tailed).

Significant at the p<0.05 level

2. Verification of Hypothesis 2
H2: Source trustworthiness has a positive effect on purchase intention

The results indicating that greater perceived trustworthiness is associated with higher purchase intention. As shown in Figure 4.20, the correlation coefficient ($r(143) = 0.539$, $p < 0.01$) reflects a moderately strong positive relationship, suggesting that trust plays an important role in shaping consumers' buying decisions.

Table 2. Results of Correlation between Purchase Intention and Trustworthiness.

Correlations

		PurchaseIntention	Trustworthiness
PurchaseIntention	Pearson Correlation	1	.539**
	Sig. (2-tailed)		<.001
	N	145	145
Trustworthiness	Pearson Correlation	.539**	1
	Sig. (2-tailed)	<.001	
	N	145	145

**. Correlation is significant at the 0.01 level (2-tailed).

Significant at the p<0.05 level

3. Verification of Hypothesis 3
H3: Source expertise has a positive effect on purchase intention

The analysis revealed a statistically significant association at the 1% level, indicating that higher levels of perceived expertise are linked to stronger buying intentions. As illustrated in Figure 4.21, the correlation coefficient ($r(143) = 0.651$, $p < 0.01$) suggests a strong positive relationship, emphasizing the influential role of expertise in driving consumers' intent to make a purchase.

Table 3. Results of Correlation between Purchase Intention and Expertise

Correlations

		PurchaseIntention	Expertise
PurchaseIntention	Pearson Correlation	1	.651**
	Sig. (2-tailed)		<.001
	N	145	145
Expertise	Pearson Correlation	.651**	1
	Sig. (2-tailed)	<.001	
	N	145	145

**. Correlation is significant at the 0.01 level (2-tailed).
Significant at the p<0.05 level

4. Verification of Hypothesis 4
H4: Purchase intention is positively influenced by entertainment

The results show a statistically significant association at the 1% level ($\alpha = 0.01$), indicating that greater entertainment value is linked to higher intent to buy. As shown in Figure 4.22, the correlation coefficient ($r(143) = 0.667$, $p < 0.01$) reflects a strong positive relationship, suggesting that engaging and entertaining content can effectively enhance consumers' likelihood of making a purchase.

Table 4. Results of Correlation of Purchase Intention and Entertainment.

Correlations

		PurchaseIntention	Entertainment
PurchaseIntention	Pearson Correlation	1	.667**
	Sig. (2-tailed)		<.001
	N	145	145
Entertainment	Pearson Correlation	.667**	1
	Sig. (2-tailed)	<.001	
	N	145	145

**. Correlation is significant at the 0.01 level (2-tailed).
Significant at the p<0.05 level

5. Verification of Hypothesis 5
H5: Electronic word-of-mouth affects positively customer's purchase intention

The relationship between eWOM and purchase intention was examined using the Pearson correlation technique. The analysis revealed a statistically significant connection at the 1% level ($\alpha = 0.01$), indicating that positive eWOM is strongly associated with an increased likelihood of purchase. As presented in Figure 4.23, the correlation coefficient ($r(143) = 0.621$, $p < 0.01$) reflects a strong positive relationship, highlighting the influential role of online recommendations in shaping consumer buying decisions.

Table 5. Results of Correlation of Purchase Intention and eWOM.

Correlations

		PurchaseIntention	Electronicofwordofmouth
PurchaseIntention	Pearson Correlation	1	.621[**]
	Sig. (2-tailed)		<.001
	N	145	145
Electronicofwordofmouth	Pearson Correlation	.621[**]	1
	Sig. (2-tailed)	<.001	
	N	145	145

**. Correlation is significant at the 0.01 level (2-tailed).

Significant at the p<0.05 level

Linear Regression Analysis

This research primarily aims to understand how factors such as information sharing, trustworthiness, expertise, entertainment, and eWOM influence consumers' intention to purchase. To achieve this, a stepwise multiple linear regression analysis was conducted, allowing the researchers to identify the extent to which each of these variables contributes to predicting purchase intention. By systematically including and excluding variables based on their statistical significance, the model offers a clear view of the most impactful predictors in shaping consumer buying behavior.

Information Sharing

The findings presented in Tables 6, 7, and 8 reveal that information sharing, as an independent variable, explains 21.3% of the variance in purchase intention ($F(1,143) = 38.719$, $p < 0.001$). When examining the individual contribution of this variable, the results indicate a significant and positive influence on purchase intention. Specifically, information sharing demonstrates a strong positive effect ($\beta = 0.512$, $t = 6.222$, $p < 0.001$), suggesting that the more consumers are exposed to shared information, the greater their likelihood to consider making a purchase.

Table 6. Model Summary: Information Sharing towards Purchase Intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.462[a]	.213	.208	.76384

a. Predictors: (Constant), InformationSharing

Table 7. ANOVA: Information Sharing towards Purchase Intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.590	1	22.590	38.719	<.001[b]
	Residual	83.433	143	.583		
	Total	106.023	144			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), InformationSharing

Table 8. Information Sharing towards Purchase Intention.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.582	.314		5.043	<.001
	InformationSharing	.512	.082	.462	6.222	<.001

a. Dependent Variable: PurchaseIntention

Trustworthiness

The results illustrated in Figures 4.27, 4.28, and 4.29 indicate that trustworthiness as an independent variable accounts for 29.0% of the variance in purchase intention $(F(1,143) = 58.423, p < 0.001)$. When considering the individual contribution of this factor, the analysis shows a significant and positive influence on buying decisions. Trustworthiness demonstrates a strong positive effect $(\beta = 0.600, t = 7.644, p < 0.001)$, suggesting that higher levels of perceived trust significantly enhance consumers' intention to make a purchase.

Table 9. Model Summary: Trustworthiness towards Purchase Intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.290	.285	.72551

a. Predictors: (Constant), Trustworthiness

Table 10. ANOVA: Trustworthiness towards Purchase Intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.752	1	30.752	58.423	<.001[b]
	Residual	75.271	143	.526		
	Total	106.023	144			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), Trustworthiness

Table 11. Trustworthiness towards Purchase Intention.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.222	.303		4.028	<.001
	Trustworthiness	.600	.079	.539	7.644	<.001

a. Dependent Variable: PurchaseIntention

Expertise

Figures 4.30, 4.31, and 4.32 present findings showing that expertise, as an independent variable, accounts for 42.3% of the variance in purchase intention $(F(1,143) = 104.962, p < 0.001)$. When analyzing its individual contribution, the results indicate that expertise has a significant and positive impact on purchase behavior. Specifically, expertise shows a strong positive effect $(\beta = 0.696, t = 10.245, p < 0.001)$, suggesting that greater perceived knowledge or competence significantly enhances consumers' intent to buy.

Table 12. Model Summary: Expertise towards Purchase Intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651[a]	.423	.419	.65389

a. Predictors: (Constant), Expertise

Table 13. ANOVA: Expertise towards Purchase Intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.880	1	44.880	104.962	<.001[b]
	Residual	61.143	143	.428		
	Total	106.023	144			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), Expertise

Table 14. Expertise towards Purchase Intention.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.931	.256		3.637	<.001
	Expertise	.696	.068	.651	10.245	<.001

a. Dependent Variable: PurchaseIntention

Entertainment

Based on the findings presented in Figures 4.33, 4.34, and 4.35, entertainment as an independent variable accounts for 44.5% of the variance in purchase intention $(F(1,143) = 114.657, p < 0.001)$. When evaluating its individual contribution, the analysis reveals that entertainment exerts a significant positive influence on purchasing behavior. With a strong effect $(\beta = 0.708, t = 10.708, p < 0.001)$, the results suggest that engaging and enjoyable content plays a key role in enhancing consumers' intent to make a purchase.

Table 15. Model Summary: Entertainment towards Purchase Intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.441	.64147

a. Predictors: (Constant), Entertainment

Table 16. ANOVA: Entertainment towards Purchase Intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.180	1	47.180	114.657	<.001[b]
	Residual	58.843	143	.411		
	Total	106.023	144			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), Entertainment

Table 17. Entertainment towards Purchase Intention.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.154	.225		5.131	<.001
	Entertainment	.708	.066	.667	10.708	<.001

a. Dependent Variable: PurchaseIntention

Electronic Word-of-Mouth (eWOM)

As shown in Figures 4.36, 4.37, and 4.38, electronic word-of-mouth (eWOM) accounts for 38.6% of the variance in purchase intention ($F(1,143) = 89.937$, $p < 0.001$). When considering the individual effect of this variable, the analysis demonstrates a significant and positive relationship between eWOM and consumer buying behavior. Specifically, eWOM has a strong influence ($\beta = 0.601$, $t = 9.484$, $p < 0.001$), indicating that positive online recommendations significantly enhance the likelihood of consumers making a purchase.

Table 18. Model Summary: eWOM towards Purchase Intention.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621[a]	.386	.382	.67465

a. Predictors: (Constant), Electronicofwordofmouth

Table 19. ANOVA: eWOM towards Purchase Intention.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.936	1	40.936	89.937	<.001[b]
	Residual	65.087	143	.455		
	Total	106.023	144			

a. Dependent Variable: PurchaseIntention
b. Predictors: (Constant), Electronicofwordofmouth

Table 20. eWOM towards Purchase Intention.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.396	.228		6.119	<.001
	Electronicofwordofmouth	.601	.063	.621	9.484	<.001

a. Dependent Variable: PurchaseIntention

Significant at the $p < 0.05$ level.

In influencing consumer decisions, several key elements have been identified as having a significant impact on the likelihood of making a purchase. These include the ability to share relevant information, the perceived reliability of the source, the level of

expertise demonstrated, the entertainment value provided, and the influence of eWOM. Collectively, these factors contribute positively to shaping consumers' intentions to buy a product. In this context, the intention to purchase is treated as the dependent variable, while the independent variables namely information sharing, trustworthiness, expertise, entertainment, and eWOM serve as predictors within the model.

Discussion

This study aims to determine effective strategies for enhancing a brand's presence on social media and to examine how key factors namely information sharing, trustworthiness, expertise, entertainment, and electronic word-of-mouth (eWOM) influence millennials' purchase intentions during the Covid-19 pandemic. By analyzing these elements, the research seeks to understand how social media engagement can drive consumer behavior and purchasing decisions among this digitally active generation in a time of global disruption.

Table 21. Results of Hypotheses.

Hypotheses	Results
H1: Information sharing on social media will positively affects the purchase intention for a brand	Approved
H2: Source trustworthiness has a positive effect on purchase intention	Approved
H3: Source expertise has a positive effect on purchase intention	Approved
H4: Purchase intention is positively influenced by entertainment	Approved
H5: Electronic word-of-mouth affects positively customer's purchase intention	Approved

Firstly, the findings presented in this study support hypothesis H1, which proposes that information sharing positively influences purchase intention. The results suggest that when consumers engage with various product-related communities or groups on social media, their attitudes toward the brand tend to improve. This interaction, driven by the exchange of knowledge, plays a significant role in shaping purchase decisions. It confirms that information sharing not only strengthens the brand's online presence but also enhances consumer motivation to buy, highlighting its critical role in influencing purchasing behavior.

In addition, the data analyzed in this study supports hypothesis H2, confirming that trustworthiness significantly influences purchase intention. The results indicate that when consumers perceive the information source as reliable, they are more likely to develop a positive attitude toward the brand. This highlights the importance of credibility in shaping consumer decisions, as trust in the brand or its message fosters stronger purchasing intent. Ultimately, the findings demonstrate that trustworthiness enhances consumer confidence and plays a crucial role in encouraging buying behavior.

Thirdly, the analysis conducted in this study supports hypothesis H3, which posits that source expertise positively affects purchase intention. The findings reveal that when consumers receive accurate, knowledgeable, and competent information from credible sources, they are more likely to form a favorable perception of the brand. This indicates that perceived expertise significantly influences consumer buying decisions. As a result,

the study highlights the strong link between expert knowledge shared on social media and consumers' willingness to make a purchase, emphasizing the importance of authoritative content in shaping purchasing behavior.

Consequently, the results of this study support hypothesis H4, confirming that entertainment has a positive impact on consumer decision-making. The findings suggest that engaging and enjoyable content on social media enhances consumers' willingness to consider and ultimately purchase a brand. This indicates that entertainment not only captures attention but also plays a meaningful role in influencing purchasing decisions. Therefore, it demonstrates that entertaining content positively shapes user behavior, reinforcing the idea that amusement and enjoyment can effectively drive purchase intent among social media users.

Finally, the analysis in this study supports hypothesis H5, indicating that electronic word-of-mouth (eWOM) significantly influences consumers' purchase intentions. The findings suggest that a positive online reputation shaped by favorable reviews, recommendations, and user-generated content can strongly impact a customer's decision to buy. This demonstrates that eWOM plays a critical role in shaping consumer perceptions and trust, ultimately affecting their buying behavior. Therefore, it confirms that the stronger and more favorable a brand's online reputation, the more likely consumers are to make a purchase.

Conclusion

In conclusion, this study thoroughly examined the factors influencing millennials' purchase intentions, addressing the three research questions and demonstrating that information sharing, expertise, trustworthiness, entertainment, and electronic word-of-mouth (eWOM) significantly impacted millennials' buying decisions during the Covid-19 pandemic. The stepwise multiple linear regression analysis confirmed that these variables remained influential even when considered together. The findings are valuable for brand marketers seeking to engage millennials and for researchers interested in consumer behavior. For future research, it is suggested to explore these factors across different cultural contexts or to investigate the long-term effects of social media influence on post-pandemic purchasing behavior.

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