

FACTORS OF PURCHASE INTENTION TOWARD SOCIAL COMMERCE AMONG YOUNG GENERATION IN MALAYSIA

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ABSTRACT

Social commerce is growing rapidly as a result of popularity of internet network. Many businesses are selling their products on social networking platforms and using the influence of social networking platforms to promote their products to all corners of the world. Besides, the development of logistics and supply chain is growth rapidly around the world. Hence, there is a business opportunity in social commerce. Next, the main objective on this research is to determine the factors that will influence purchase intention through social commerce by young generation in Malaysia and to examine do the variables have significant and positive relationship towards social commerce in Malaysia. The researcher had conducted convenience sampling and collected 160 respondents in Malaysia. Self-administered questionnaire comprises of two major sections was distributed to the respondents in 7- and 5-point Likert scale. Besides, the researcher used quantitative research method and deductive research approach to conduct the whole research. For result analysis, the researcher used different techniques to analyse the findings such as descriptive analysis, reliability analysis, normality analysis, regression analysis and validity analysis. After that, the researcher found that factors such as trust, perceived usefulness, and perceived ease of use, electronic word of mouth and subjective norm will influence youth consumers' purchase intention significantly toward social commerce in Malaysia. Lastly, this research could help Malaysia government to predict the development on this sector, help online retailers to prevent the issues and maintain the online environment in a good position and match the preference of consumers, and help social commerce industry to have a better understanding on the consumers' purchase intention.

Keywords: Social Commerce, Young Generation, Malaysia, Purchase Intention, TAM2

BACKGROUND INFORMATION

Social commerce is growing rapidly as a result of popularity of internet network. Many businesses are selling their products on social networking platforms and using the influence of social networking platforms to promote their products to all corners of the world. The advantages of social commerce make the products transportation become rapidly, and help the industry of logistics become the major industry in the world. Not only that, social commerce also generates a new business style, let everyone can start-up their business easily and convenience. Besides that, social commerce makes the online shopping become a common shopping style in Malaysia, especially for fresh graduates. This research mainly investigates the current situation of social commerce in Malaysia, as well as the factors of influences of college students/fresh graduates purchase intention on the Social Networking Service (SNS).

Global Perspective

In this high-technology generation, e-commerce become more familiar, many products are traded online. As a part of e-commerce, social commerce has been booming in recent years. Social commerce is using the online social network, to do the action of trading, selling and buying products on the SMP (Market Business News, 2020). The business will use the functions of SMP such as like, share, ratings, social advertising, and online communities to promote their products. According to the digital report 2020, the active users in SMP are 3.80 billion, it is increase 321 million active users compare with January 2019. Facebook is the top platform ranking around the world which has 2,449 million active users around the world (Data Reportal, 2020). For the e-commerce, the total value of global consumer is reached 3.43 trillion in 2020, which is be a huge amount created in the global trading. This means that it has the large potential market for e-commerce even the social commerce to develop it. As a subset of e-commerce, the social commerce market also become a mainstream of the trading mode in this network technology era. According to the statistic in United State, it shows that the average order value of online shopping on SMP is around \$79.01 in second quarter of 2019 (Statista, 2019), and around 1/3 of United State consumers have an experience purchased products in SMP in 2019 (E Marketer, 2019). On the basis of these statistic, the global market of social commerce can be predicted to increase rapidly and has enormous development potential in 2020, also will accept by more and more consumers in the future.

Asia Perspective

Asia become a main area for the goods trading nowadays and also become the most value of goods trading in SMP among the world. It is a benefit for Malaysia since we located in the major transportation hubs, our SMP development also keep pace with the world. From the global digital report, it has around 2.14 billion active SMP users in Asia Pacific in January 2020, and it became a pros for us to expand and develop the social commerce (Data Reportal, 2020). With the development of science and technology, the successful of e-payment has further expanded and help the growing

of social commerce, and there is a mutually beneficial relationship between these two industries (Trybocka, 2019). On the other hand, social commerce growing up explosively in the recent years, and the two mainstreams of SMP are Facebook and twitter. In the Econsultancy Report 2019, it has mention that around 84% of the respondents in South East Asia will continuously purchase through the SMP, means that the social commerce market in South East Asia has a huge potential to develop (Econsultancy, 2019). By using the SMP to purchase, consumers also will comment or share their experience on the SMP, it will influence the others before buying the products (Econsultancy, 2019). Thus, by using the traffic of SMP to develop your commerce, the usage of the SMP such as post, like, comment and share also will affect the value of your business or commerce, both of them are the mutual relationship. 59% of the respondents are mention that the information in SMP will affect their purchase intention (Econsultancy, 2019).

Malaysia Perspective

Base on the figure above, in Malaysia, it has around 26 million people active on SMP, the penetration is 81% over the total population in Malaysia, means that the potential of social commerce is very large with the large number of active users nowadays. This report also shows that Malaysian spend almost 3 hours per day on SMP. Not only that, there are 57% of Malaysian Internet users are known to use SMP for work purposes. We know that the social commerce is growth rapidly in Malaysia at this stage, even tend to be universal of the mode of doing business. For the e-commerce, there are 19.8 million people purchasing consumer goods online in 2018, which increase 2.1% compare with the previous year. As Malaysia is the major market for social commerce adopter in the world, the top 3 SMP is YouTube (93%), WhatsApp (91%) and Facebook (89%) in January 2020. The development of internet and e payment are the key issues for the development of social commerce. The consumers prefer mobile-first, digital technology and instant communication. According to those issues, Malaysia's social commerce thus to grow up rapidly year by year.

PROBLEM STATEMENT

The most obvious way that the SMP affect commerce is the feedback. Real-time feedback is the message that consumer comment about the products instantly in the SMP. There are many ways for consumer do the real time feedback and pass to the sellers, such as post, like, share, comment, rating and so on. The message will directly an instantly go back to the sellers or company. Not only that, the feedback also will share with the consumers' friends and followers at the same time. If it is a phrase or positive feedback, it is become a free advertisement for your business, help you to do the publicity and will be the chance for you expand your business. Each coin has both sides, if the feedback of consumers is negative, it will affect and decrease your business value and image. The control of the negative advertisement become hard and difficult for company to solve it. Besides that, company need to pay extra funds to control the bad situation and track the defamatory of the company. On the other hand, the trust between sellers and consumers also be a main issue in social

commerce. Consumers only can analyse the condition of products with the photos and descriptions. Mostly they will compare the comment of the previous consumers to decide the purchase intention. Nonetheless the problem is, consumers cannot make sure the information in the SMP is correct and match the entity products. Sometimes will occur the situation of photos and products is different. This situation will make the trust between sellers and consumers breakdown and company will have a negative feedback. In order to explore the relation between purchase intention and social commerce among young generation a quantitative study was conducted with a sample size of 160. Due to Covid scenario, the study limited the data collection in one university. The study followed SPSS to analyse the data. The study provide practical and theoretical implications related to the scenario researched into.

Research Question

1. Does determinants of purchase intention influence toward social commerce in Malaysia?

Research Objectives

1. To analyse the factors that will influence purchase intention in social commerce among Gen Z in Malaysia.
2. To examine the significant relationship of variables towards social commerce in Malaysia.

LITERATURE REVIEW

Trust towards BI

According to the research of et al. (2014), the study investigates and predicts the determinant of Trust in the social commerce adoption, and found the result of Trust is positively affect the purchase intention in social commerce. In this study, 350 questionnaires were distributed to mobile users of Generation Y in Selangor, Johor and Perak (Krishna et al., 2014). The coefficient on this study is 0.07, which shows that it is a positive relationship between Trust and BI. In the study of Masoodul, Zeeshan and Bakhtawar, by distributed 200 questionnaires for online shopping user, the result shows that the Trust disposition positively shape the trust in marketplace, and significantly affect the BI towards social commerce, and the standardization coefficient is 0.16 (Masoodul, Zeeshan, & Bakhtawar, 2018). Besides that, Cho and Smitha conduct a study about the purchase intention of millennial's in social commerce by collected 384 questionnaires to determine and understand the relationship between trust and purchase intention (See, Khalil, & Ameen, 2019). This study comprised the online purchase consumers in Malaysia and have a result of positive relationship between trust and purchase intention. Thus, based on the studies, the following hypothesis is formed.

H1: There is a significant and positive relationship between Trust and BI on social commerce.

PU towards BI

In accordance to Tan et al., PU has a positive relationship to the purchase intention toward social commerce. The study is collected 180 usable sample data from online shopping users in Malaysia for analysis (Tan et al., 2017). The coefficient is 0.337 and the significant level is 0.00. Cho and Smitha conducted a research to analyse the factors affecting Malaysian young consumers' online purchase intention in SMP websites. In this study, it distributed to a random sample to online shopping users in Malaysia. The result shows that PU was positively related to purchase intention in social commerce as the coefficient is about 0.307 (See, Khalil, & Ameen, 2019). Besides, Seyedeh, Roliana and Aryati (2014) stated PU is the key element of understanding on consumer behaviour intention on Facebook commerce (Seyedeh, Roliana, & Aryati, 2014). This study pointed out that a positive and significant relationship between PU and BI in social commerce, by collected the sample data with interview sixteen students of University Technology Malaysia (UTM).

H2: There is a significant and positive relationship between PU and BI on social commerce.

PEOU towards BI

M. Krishna et al. have conducted a research about the mobile commerce adoption in Malaysia (M. Krishna et al., 2014). The researcher used the Technology Acceptance Model (TAM) to examine the factors will influence the mobile commerce adoption, and the PEOU is one of the variables in this research. This research collected 350 of usable data from Selangor, Johor and Perak and the result showed the perceived of ease of use have the significant relationship with the dependent variable, and the coefficient is 0.1226. Besides that, the research from Tan et al. also show the positive and significant relationship between PEOU and BI in social commerce (Tan, Goh, Stany, & Yeow, 2017). The researchers have conducted an empirical study by using TAM model and collected 180 usable sample data for analysis to examine the factors that influence the purchase intention towards social commerce. The target respondents of this research are the users of online shopping in SMPs and the coefficient is 0.355, significant level is 0.00. In this research, it has concluded the PEOU will affect the purchase intention through PU (Francisco, Angel F., & Manuel J, 2014).

H3: There is a significant and positive relationship between PEOU and BI on social commerce.

H4: There is a significant and positive relationship between PEOU and PU on social commerce.

EWOM towards BI

Sambashiva and Acharyulu (2017) have conducted a study about examining the effect of EWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs) in India (Sambashiva & Acharyulu, 2017). The 762 samples data collected with the target respondents of Facebook users in India, and get the result of positive relationship between EWOM and the consumer purchase intention in SNS, with the correlation coefficient of 0.56 (Sambashiva & Acharyulu, 2017). Other researcher also found the result of the significant relationship between these two variables. This study about trust factors affecting consumer's purchase intention on SOHO seller: social commerce context (Ramona, Asmidar, & Norshakirah, 2016). EWOM is one of the independent variables in this research. Survey was conducted with identified respondents and the result is the causal relationship between EWOM and consumer purchase intention in SNS products or SOHO sellers, but didn't show out the coefficient.

H5: There is a significant and positive relationship between EWOM and BI on social commerce.

Towards BI

In the study of Seyedeh, Roliana and Aryati (2014), SN is a key factor to predict the customer intention behaviour through Facebook commerce. The relationship between SNs and intention behavioural had been pointed out with the positive result (Seyedeh, Roliana, & Aryati, 2014). Besides, according to the study of See, Khalil and Ameen (2019), the relationship of subjective norms is positive. In this study, it distributed to a random sample to online shopping users in Malaysia. 384 questionnaires are successful been collected and the result shows that SN was positively related to purchase intention in social commerce as the coefficient is about 0.211, and the significant level is 0.00 (See, Khalil, & Ameen, 2019).

H6: There is a significant and positive relationship between SN and BI on social commerce.

Underpinning Theory

The fundamental of Technology Acceptance Model (TAM) is the Theory of Rational Action (TRA), which was presented by Ajzen and Fishbein (1975). TRA is used to predict an individual BI, no matter he or she should or should not present that behaviour (Fishbein & Ajzen, 1975). Based on TRA, Davis proposed TAM to assume that consumer's BI and stated out the main two key variables in this theory are PEOU and PU (Davis, 1989).

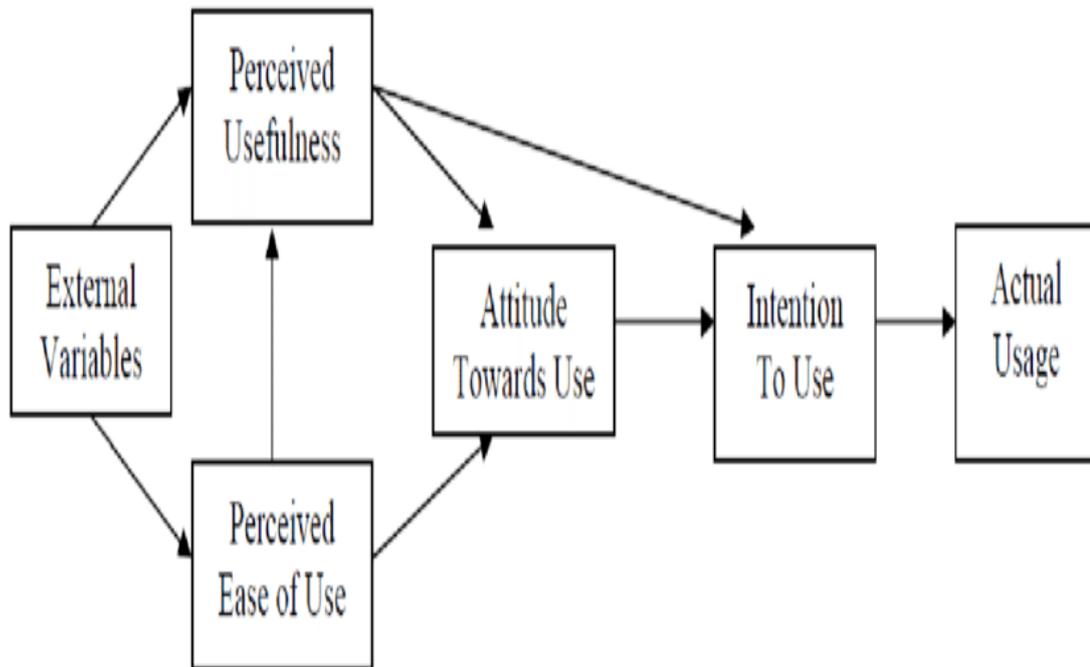


Figure 1 Technology Acceptance Model (TAM)
Source: (Davis, 1989)

TAM model believed that system used is decided by the BI, and BI is decided by attitude toward using and PU, attitude towards use is determined by the PU and PEOU, PU is determined by PEOU and external variables, PEOU is determined by the external variables.

In many earlier studies, researchers used TAM model to discuss and examine the effect of organizational information systems. Moreover, it provides a good analytical method for product optimization and improvement, and helps the product to be more competitive in the market (Abdullah, Ahasanul, & Farzana, 2013). Not only used in information system research, TAM model also proved to be a suitable measurement of social commerce adoption.

Furthermore, use the TAM model as a base, Venkatesh and Davis (2000) had implemented the TAM2 Model as the expansion of TAM model, which has included the social influence processes (SN, voluntariness, and image) and cognitive instrumental processes (job relevance, output quality, result demonstrability, and PEOU). The figure below shows that the framework of TAM Model.

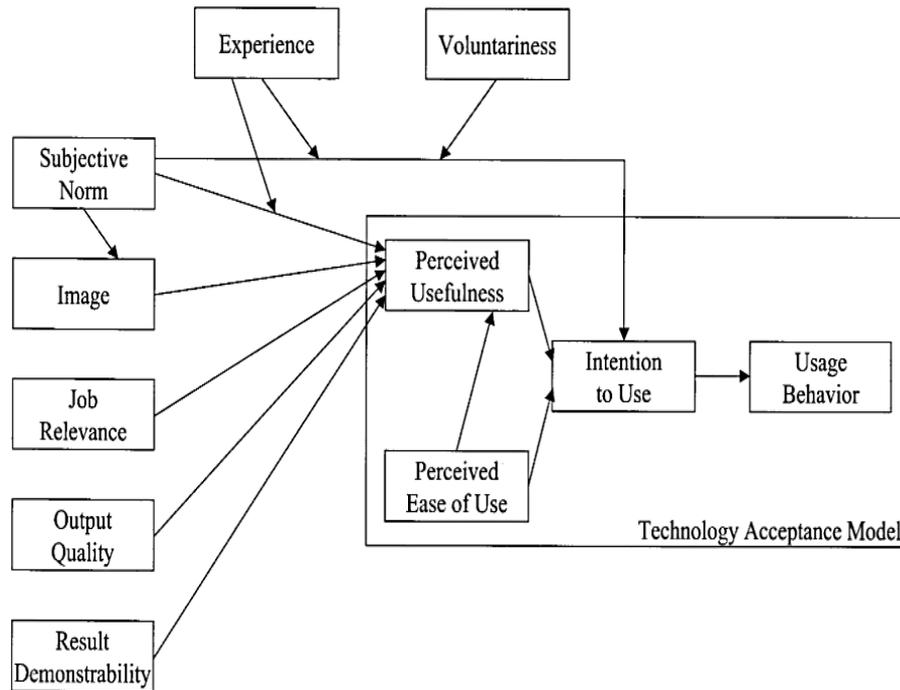


Figure 2: Extension of Technology Acceptance Model
 Source: (Venkatesh & Davis, 2000)

Thus, this study used TAM2 model used as the basis of the theoretical framework, variables in TAM model, PU and PEOU, were included in this study's research model. Besides that, trust, EWOM and SNs as additional variables was added in the research model.

RESEARCH METHODOLOGY

Research Design

The researcher adopted a cross sectional research design as a fundamental for the sample collection, measurement and analysis to measure the five independent variables (trust, PU, PEOU, EWOM and SN), to explore the influence of each individual variable as well as their relationship with the dependent variable (online purchase intention towards social commerce). In this research, the researcher adopted the quantitative deductive approach. The researcher adapted an instrument to examine the relationship between the dependent variable and independent variables. In this research, the independent variable is BI, whereas the independent variables, are Trust, PU, PEOU, EWOM and SN.

Sampling

The study followed simple random sampling and a survey was conducted from May to June 2020 and the questionnaires were distributed to the students in the targeted location, XMUM. An adequate sample size is able to represent a given population carry on a research. Since the population of students in XMUM is exceed 5000 in this

research, 357 sample size is required (Krejcie & Morgan, 1970). Due to the COVID-19 pandemic, Malaysia government had applied the MCO regulation since March 2020, the campus needs to closed and conduct with the online learning. It is affected the progress of collecting sample. At last, a total of 166 questionnaires in Likert Scales have been collected in time. Not only that, six respondents had been removed who had missing information. After collected all the sampling via online, there are a total 160 valid respondents who comprises of different background were collected successfully.

The conceptual framework is a guide for researcher to establish and support research, it used to implement the steps taken throughout the research process (Akanbi, Amiri, & Fazeldehkordi, 2015). Based on the theoretical concepts proposed in the conceptual framework, the researchers created a model to assist the entire study in philosophy, epistemology, methodology, and analysis (Grant & Osanloo, 2014). The figure 3 shows the operational framework of this study, which used TAM2.

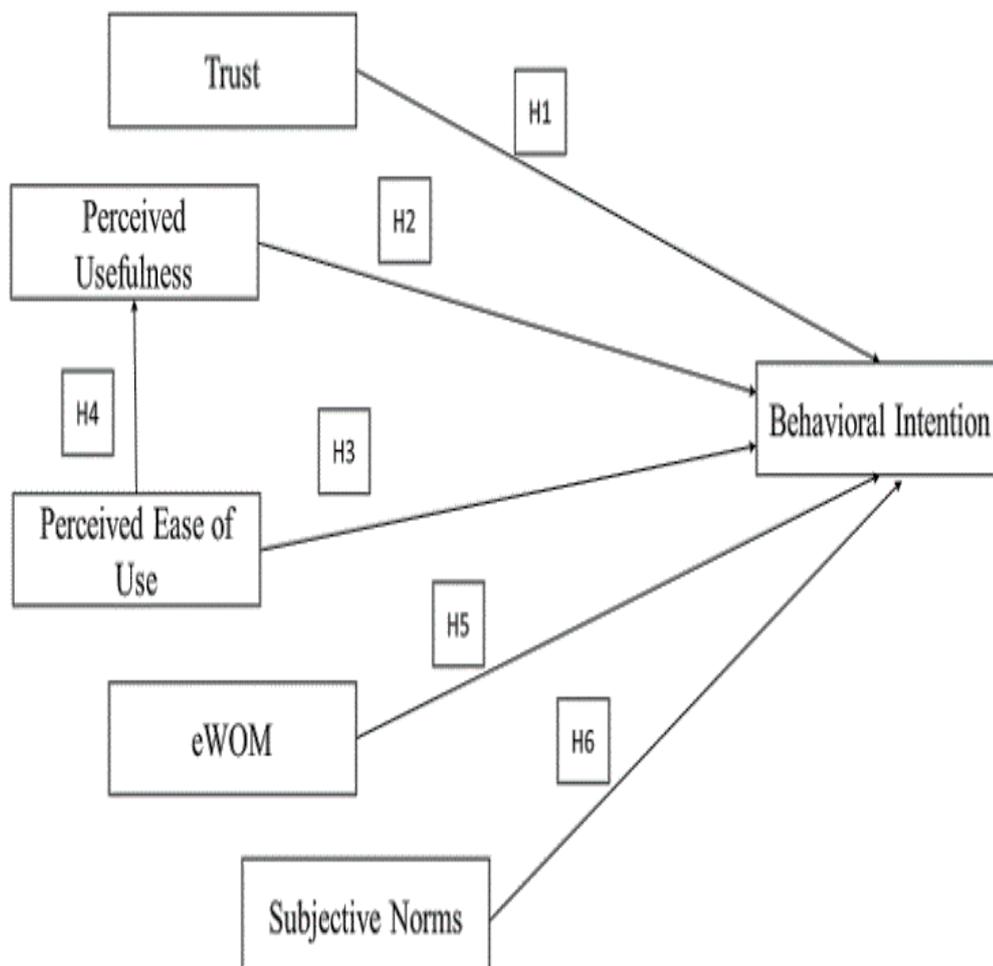


Figure 3: Research Framework

Measurement of Instrumentation

Table 1 Measurement of Instrumentation Summary

	Variable	Author	Year	Item	Cronbach's Alpha (α)	Scale
Dependent Variable	BI	Viswanath Venkatesh, Michael G. Morris, Gordon B. Davis, & Fred D. Davis	2003	3	Not available	7-point Likert scales
	Trust	David Gefen, Elena Karahanna, & Detmar W Straub	2003	7	Not available	7-point Likert scales
Independent Variables	PU	Fred D. Davis	1989	6	0.970	7-point Likert scales
	PEOU	Fred D. Davis	1989	6	0.910	7-point Likert scales
	E-Word of Mouth	Man Yee Cheung, Chuan Luo, Choon Ling Sia & Huaping Chen	2009	5	0.772	5-point Likert scales
	SN	Shirley Taylor & Peter Todd	1995	6	Between 0.690 and 0.950	7-point Likert scales

The BI instrument was adapted from Venkatesh, Morris, Davis and Davis (Venkatesh et al., 2003) which contains of 3 items with 7-point Likert scales. The trust intention instrument was adapted from Gefen, Karahanna, & Straub (Gefen, Karahanna, & Straub, 2003) which contains of 7 items with 7-point Likert scales. The PU instrument was adapted from. Davis (Davis 1989) which contains of 6 items with 7-point Likert scales and α of 0.970. The PEOU instrument was adapted from Fred D. Davis (Davis, 1989) which contains of 6 items with 7-point Likert scales and α of 0.910. The E-Word of Mouth instrument was adapted from Man Yee Cheung, Chuan Luo, Choon Ling Sia & Huaping Chen (Cheung, Luo, Sia, & Chen, 2009) which contains of 5 items with 5-point Likert scales and a α of 0.772. The SN instrument was adapted from Shirley Taylor & Peter Todd (Taylor & Todd, 1995) which contains of 6 items with 7-point Likert scales and a α of between 0.690 and 0.950.

Validity

Validity means effectiveness, refers to the degree to which the measured result reflects the content to be investigated (Heale & Alison, 2015). Validity focuses on "accurate assessment" in measurement, the more the measurement result matches the content to be inspected, the higher the validity; otherwise, the lower the validity. Besides, validity can be classified into three types, which are content validity, construct validity and criterion validity (Taherdoost, 2016). The researcher used content validity and criterion validity to test the measure in this research. Content validity analyse the representativeness of the test content and the suitability of sampling, it can represent or reflect the degree of all aspects of a particular construct or variable. Conversely, content validity is also an indicator of the degree of the evaluation result of affected by other unrelated factors (Saunders, Lewis, & Thornhill, 2009). Convergent validity shows that when measuring the same variables in different ways, the observed values should be highly correlated (Heale & Alison, 2015). There are three criteria which are the factor loadings not more than 0.5, average variance extracted (AVE) for the constructs should be larger than 0.5 and composite reliability (CR) above 0.7.

Reliability

Reliability is dependability, which described as the degree of consistency about the results obtained when measured the same object and the same method repeatedly (Saunders, Lewis, & Thornhill, 2009). Besides, reliability also is an indicator to estimate the degree of measurement error and to reflect the true measure. Reliability indicators are mostly expressed in correlation coefficients, which had classified into three categories: test-retest (consistency across time), inter-rater (consistency across observers), and internal consistency (consistency of the measurement itself). In this research, researcher used internal consistency to test the reliability.

Internal Consistency

Internal consistency reliability is one of the common methods to determine reliability (Saunders, Lewis, & Thornhill, 2009). It refers to measure the consistency and stability of multiple measurement indicators of the same concept. In this study, researcher used α to test the internal consistency reliability. α is developed by Lee Cronbach in 1951, used as an assessment tool to measure the internal consistency reliability through defining of the positive correlation among the items (Cronbach, 1951).

Pilot Test

In this study, researcher run the pilot study after collected 30 respondents via online. According to Table 3.5, there were total 33 items in 7 components, which are 3 items

from BI, 7 items from Trust, 6 items form PU, 6 items from PEOU, 5 items from EWOM and 6 items from SN before the pilot test. From the result of pilot test, all the items score is higher than 0.5 which means that 33 items in the questionnaire are accurate and logical.

Table 2. Component Matrix

	Component Matrix					
	1	2	3	4	5	6
BI1	.589					
BI2	.598					
BI3	.644					
T1		.711				
T2		.550				
T3		.539				
T4		.511				
T5		.666				
T6		.694				
T7		.549				
PU1			.670			
PU2			.586			
PU3			.545			
PU4			.737			
PU5			.782			
PU6			.751			
PEOU1				.829		
PEOU2				.760		
PEOU3				.692		
PEOU4				.761		
PEOU5				.765		
PEOU6				.829		
EWOM1					.578	
EWOM2					.560	
EWOM3					.587	
EWOM4					.610	
EWOM5					.601	
SN1						.703
SN2						.545
SN3						.700
SN4						.596
SN5						.563
SN6						.624

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy refers to a statistical test, used to compare simple correlation coefficient and partial correlation coefficient between variables and indicates the proportion of variance (IBM®, 2020). The range of KMO is between 0 to 1, when the value of KMO close to 1 (higher value), means that the correlation between variables is stronger, and the factor analysis will be more useful with your data. On the contrary, when the value of KMO close to 0 (lower value) or lower than 0.5, means that the correlation between variables is weak, and the factor analysis won't be very useful with your data. On the other hand, Bartlett's test used to check unity and identity of the correlation matrix, and check whether each variable is independent. According to Table 2 and 3 the KMO of Sampling Adequacy during the pilot test in this research was 0.873 which is higher than 0.5. It is adequate and the factor analysis will be more useful with this research's data. At the same time, there are a high significance in Bartlett's test of Sphericity which are 0.000.

Table 3 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	4660.233
	df	528
	Sig.	.000

Reliability Analysis

Table 4 Reliability Statistics

Variable	Number of Item	α
BI	3	0.950
Trust	7	0.829
PU	6	0.875
PEOU	6	0.928
EWOM	5	0.897
SN	6	0.865

α is mainly used to evaluate the consistency of continuous variables and ordered categorical variables, which is applicable to the research data of this study (CRONBACH, 1951). On the other words, Cronbach's α used by researchers to demonstrate the test and scale to interpret the reliability of each variable in the study project (Saunders, Lewis, & Thornhill, 2012). The measured of α coefficient can be indicated from 0 (no reliability) to 1 (complete reliability). In general, the coefficient of Cronbach's α in exploratory research is above 0.6 and the coefficient of Cronbach's

α in benchmark research is above 0.8. According to Nunnally (1978), the coefficient of α above 0.6 is considered to be highly reliable. There are 3 items in BI, 7 items in trust, 6 items in PU, 6 items in PEOU, 5 items in EWOM and 6 items in SN. All of the Cronbach's α is between 0.829 and 0.950 and it is above the cut-off point of 0.60 as mentioned. As a result, the scales obtained in the research are acceptable and reliable. Moreover, the highest value of Cronbach's α is BI which is 0.950. Additionally, α for trust is 0.829, for PU is 0.875, for PU is 0.928, EWOM is 0.897 and for SN is 0.865. This result shows that all the independent variables have a very good level of Cronbach's α .

Regression Analysis

H1: There is a significant and positive relationship between Trust and BI on social commerce.

Table 5: Model Summary of Trust

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.447 ^a	.200	.195	.67322

a. Predictors: (Constant), NewT

Table 5 shows the model summary of BI and the Trust. In the column labelled R, the value is 0.447 indicated that there is a positive and low correlation between the BI (outcome) and Trust (predictor) in the model. Besides, the R^2 is 0.200 which means that Trust accounts for 20% as a cause of BI.

Table 6: ANOVA of Trust

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.883	1	17.883	39.458	.000 ^b
	Residual	71.610	158	.453		
	Total	89.494	159			

a. Dependent Variable: NewBI

b. Predictors: (Constant), NewT

Table 6 display that $F=39.458$ and the significant level is 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant relationship between Trust and BI.

Table 7: Coefficient of Trust

		Coefficient ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.576	.271		2.128	.035
	NewT	.669	.106	.447	6.282	.000

a: Dependent Variable: NewBI

The Coefficients table (Table 7) provides information to explain BI in term of Trust. The β value is 0.669 in Table 4.23, which shows a positive relationship between the Trust and BI. Therefore, as Trust increase, BI will increase.

H2: There is a significant and positive relationship between PU and BI on social commerce.

Table 8: Model Summary of PU

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.182 ^a	.033	.027	.74000

a. Predictors: (Constant), NewPU

Table 8 shows the model summary of BI and the PU. In the column labelled R, the value is 0.182 indicated that there is a positive and negligible correlation between the BI (outcome) and PU (predictor) in the model. Besides, the R² is 0.033 which means that PU accounts for 3.3% as a cause of BI.

Table 9: ANOVA of PU

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.972	1	2.972	5.428	.021 ^b
	Residual	86.521	158	.548		
	Total	89.494	159			

a. Dependent Variable: NewBI
 b. Predictors: (Constant), NewPU

Table 9 display that $F=5.428$ and the significant level is 0.05 in which the p-value of the finding is 0.021, less than 0.05. Thus, this model has explained a significant relationship between PU and BI.

Table 10: Coefficients of PU

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.528	.313		4.882	.000
NewPU	.273	.117	.182	2.330	.021

a. Dependent Variable: NewBI

The Coefficients table (Table 10) provides information to explain BI in term of PU. The β value is 0.273 in Table 4.26, which shows a positive relationship between the PU and BI. Therefore, as PU increase, BI will increase.

H3: There is a significant and positive relationship between PEOU and BI on social commerce.

Table 11 Model Summary of PEOU

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 ^a	.207	.202	.67038

a. Predictors: (Constant), NewPEOU

Table 11 shows the model summary of BI and the PEOU. In the column labelled R, the value is 0.455 indicated that there is a positive and low correlation between the BI (outcome) and PEOU (predictor) in the model. Besides, the R^2 is 0.207 which means that PEOU accounts for 20.7% as a cause of BI.

Table 12: ANOVA of PEOU

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.487	1	18.487	41.136	.000 ^b
	Residual	71.007	158	.449		
	Total	89.494	159			

a. Dependent Variable: NewBI
 b. Predictors: (Constant), NewPEOU

Table 12 display that $F=41.136$ and the significant level is 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant relationship between BI and PEOU.

Table 13: Coefficient of PEOU

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.534	.272		1.964	.051
NewPEOU	.645	.101	.455	6.414	.000

a. Dependent Variable: NewBI

The Coefficients table (Table 13) provides information to explain BI in term of PEOU. The β value is 0.645 in Table 4.29, which shows a positive relationship between the BI and PEOU. Therefore, as PEOU increase, BI will increase.

H4: There is a significant and positive relationship between PEOU and PU on social commerce.

Table 14: Model Summary of PEOU and PU

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611 ^a	.373	.369	.39719

a. Predictors: (Constant), NewPEOU

Table 14 shows the model summary of PU and the PEOU. In the column labelled R, the value is 0.611 indicated that there is a positive and moderate correlation between the PU (outcome) and PEOU (predictor) in the model. Besides, the R^2 is 0.373 which means that PEOU accounts for 37.3% as a cause of PU.

Table 15: ANOVA of PEOU and PU

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.818	1	14.818	93.929	.000 ^b
	Residual	24.926	158	.158		
	Total	39.744	159			

a. Dependent Variable: NewPU
 b. Predictors: (Constant), NewPEOU

Table 15 display that $F=93.929$ and the significant level is 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant relationship between PEOU and PU.

Table 16: Coefficients of PEOU and PU

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.088	.161		6.755	.000
NewPEOU	.578	.060	.611	9.692	.000

a. Dependent Variable: NewPU

The Coefficients table (Table 16) provides information to explain PU in term of PEOU. The β value is 0.5783 in Table 4.32, which shows a positive relationship between the PEOU and perceived. Therefore, as PEOU increase, PU will increase.

H5: There is a significant and positive relationship between EWOM and BI on social commerce.

Table 17: Model Summary of EWOM

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.354 ^a	.125	.120	.70393	

a. Predictors: (Constant), NewEWOM

Table 17 shows the model summary of BI and the EWOM. In the column labelled R, the value is 0.354 indicated that there is a positive and low correlation between the BI (outcome) and EWOM (predictor) in the model. Besides, the R^2 is 0.125 which means that EWOM accounts for 12.5% as a cause of BI.

Table 18 ANOVA of EWOM

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.203	1	11.203	22.609	.000 ^b
	Residual	78.291	158	.496		
	Total	89.494	159			

a. Dependent Variable: NewBI

b. Predictors: (Constant), NewEWOM

Table 18 display that $F=22.609$ and the significant level is 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant relationship between BI and EWOM.

Table 19: Coefficients of EWOM

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.750	.319		2.350	.020
	NewEWOM	.547	.115	.354	4.755	.000

a. Dependent Variable: NewBI

The Coefficients table (Table 19) provides information to explain BI in term of EWOM. The β value is 0.547 in Table 4.35, which shows a positive relationship between the BI and EWOM. Therefore, as EWOM increase, BI will increase.

H6: There is a significant and positive relationship between SN and BI on social commerce.

Table 20 Model Summary of SN

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368 ^a	.135	.130	.69989

a. Predictors: (Constant), NewSN

Table 20 shows the model summary of BI and the SN. In the column labelled R, the value is 0.368 indicated that there is a positive and low correlation between the BI (outcome) and SN (predictor) in the model. Besides, the R^2 is 0.135 which means that SN accounts for 13.5% as a cause of BI.

Table 21: ANOVA of SN

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.099	1	12.099	24.700	.000 ^b
	Residual	77.395	158	.490		
	Total	89.494	159			

a. Dependent Variable: NewBI

b. Predictors: (Constant), NewSN

Table 21 display that $F=24.700$ and the significant level is 0.05 in which the p-value of the finding is 0.000, less than 0.05. Thus, this model has explained a significant relationship between trust and BI.

Table 22: Coefficients of SN

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.224	.212		5.764	.000
	NewSN	.443	.089	.368	4.970	.000

a: Dependent Variable: NewBI

The Coefficients table (Table 22) provides information to explain BI in term of SN. The β value is 0.443 in Table 4.38, which shows a positive relationship between the SN and BI. Therefore, as SN increase, BI will increase.

Table 23: Hypothesis Summary

No.	Hypothesis	Significant Value	R Squared	Status
H1	Trust – Behavioural Intention	P = 0.00	0.200	Accepted
H2	Perceived Usefulness – Behavioural Intention	P = 0.00	0.033	Accepted
H3	PEOU – Behavioural Intention	P = 0.00	0.207	Accepted
H4	PEOU – Perceived Usefulness	P = 0.00	0.373	Accepted
H5	Electronic Word of Mouth – Behavioural Intention	P = 0.00	0.125	Accepted
H6	Subjective Norm – Behavioural Intention	P = 0.00	0.135	Accepted

DISCUSSION AND CONCLUSION

Finding of Results

H1: There is a significant and positive relationship between Trust and BI on social commerce.

From the result, with $\beta = 0.669$, the significance level is lower than 0.05 ($p = 0.000$), trust is making a significant contribution in determining BI in social commerce. Therefore, Hypothesis 1 is accepted. Trust had a significant positive regression weight ($p = 0.00$, $R = 0.447$) and it has the second highest value of prediction which is 20% among the other factors. Hence, trust is one of the considerations when the consumers shop online through the SMP especially the adolescent. The result of this research is consistent with (M. Krishna, et al., 2014), (Masoodul, Zeeshan, & Bakhtawar, 2018) and (See, Khalil, & Ameen, 2019).

H2: There is a significant and positive relationship between PU and BI on social commerce.

According to the results of Table 5.1, it state that H2 with $\beta = 0.273$, $R = 0.182$, $p\text{-value} = 0.021 > 0.05$ denotes PU is a significant factor in determining BI of social commerce. Thus, H2 was supported at 95% confidence interval. Besides, PU is just 3.3% can predict compare with other factors. Therefore, the hypothesis is affirm that the similar results obtained by the literature done by (Tan et al., 2017), (See, Khalil, & Ameen, 2019) and (Seyedeh, Roliana, & Aryati, 2014) which shown that PU is positively and significantly related to the BI among the young generation in social commerce. The higher the usefulness consumer received online; they are more likely to have intention to purchase online. In short, the easiness and functionality had successfully promoted the unique features of the Internet.

H3: There is a significant and positive relationship between PEOU and BI on social commerce.

Referring to the results of coefficient regression (Table 5.1), we can see that PEOU have significant effect on BI, since the P-value ($p = 0.000$) is greater than 0.05. Hence, H3 was rejected at 95% confidence interval. Together, the β of PEOU is 0.645 and R equal to 0.455. Besides, it has the high value of prediction which is 20.7% among the other factors. As a result, PEOU is one of the considerations when the consumers shop online through the SMP especially the adolescent. The result of this research is consistent with (M. Krishna, et al., 2014), (Tan, Goh, Stany, & Yeow, 2017) and (Francisco, Angel F., & Manuel J, 2014).

H4: There is a significant and positive relationship between PEOU and PU on social commerce.

Referring to the results of coefficient regression from Table 5.1 state that H4 with $\beta = 0.578$, $R = 0.611$, $p\text{-value} = 0.000 > 0.05$ denotes PEOU is a significant factor in determining PU of social commerce. Thus, H4 was supported at 95% confidence interval. Besides, PU is just 3.3% can predict compare with other factors. Therefore, the hypothesis is confirming that has the similar results acquired by the literature done by (M. Krishna, et al., 2014), (Tan, Goh, Stany, & Yeow, 2017) and (Francisco, Angel F., & Manuel J, 2014) which shown that PEOU is positively and significantly related to the PU in social commerce. The higher PEOU of social commerce; consumers will be more aware of the usefulness of social commerce.

H5: There is a significant and positive relationship between EWOM and BI on social commerce.

From the result, with $\beta = 0.547$, the significance level is lower than 0.05 ($p = 0.000$), EWOM is making a significant contribution in determining BI in social commerce.

Therefore, Hypothesis 5 is accepted. EWOM had a significant positive regression weight ($p = 0.00$, $R = 0.354$) and it has a value of 12.5% prediction among the other factors. Therefore, EWOM is one of the considerations when the consumers shop online through the SMP especially the adolescent. The result of this research is consistent with (Sambashiva & Acharyulu, 2017) and (Ramona, Asmidar, & Norshakirah, 2016).

H6: There is a significant and positive relationship between SN and BI on social commerce.

Referring to the results of coefficient regression (Table 5.1), we can see that SN have significant effect on BI, since the P-value ($p = 0.000$) is greater than 0.05. Hence, H6 was rejected at 95% confidence interval. Together, the β of SN is 0.443 and R equal to 0.368. Besides, it has the value of 13.5% prediction among the other factors. As a result, SN is one of the considerations when the consumers shop online through the SMP especially the adolescent. The result of this research is consistent with (Seyedeh, Roliana, & Aryati, 2014) and (See, Khalil, & Ameen, 2019).

Recommendation for Results

Based on the result analysis, PEOU is one of the most vital factors affecting the purchase intention on social commerce towards young generation in Malaysia. Therefore, the researcher suggests that companies should improve the functionality and effectiveness of SMP. High effectiveness of search engine in SMP will influence consumers intend to purchase in that platform, because of the flexibility and understandable when searching and shopping through the SMP. As the result, the higher PEOU, the higher PU. Thus, there has a positive relationship between PEOU and PU. When improve the technology of social commerce, will influence the opinion of consumers toward the usefulness of the social commerce. Besides, the high flexibility and maintenance of the platform also will make the consumers think that social commerce is usefulness, in order to push the sales performance of this industry. Therefore, online retailers should design their websites to simplify the ordering process and delivery process, and provide consumers with enough detailed information. Hence, the consumers can use the platform to be more comfortably and conveniently when online shopping, in tend to improve the PU. In short, researcher highly recommend that companies should focus on the development on this area.

Last but not least, trust is the important element in social commerce as the findings shown, so the online retailers should enhance trust among consumers on online environments. To improve the trust between youth consumers and online retailers, online retailers should follow the rules and regulations by government policy, use the more advance, safety and high-tech security tools on the website to provide the safe transaction environment for their consumers.

IMPLICATIONS

In order to improve the growth of social commerce in Malaysia, this research created a fundamental study to further explore the effect of trust, PU, PEOU, EWOM and SN on Malaysian youth consumers' purchase intention toward social commerce. The two parties, government and social commerce industry will get the implications form this research.

Government

For the government, this research will help them to analyse the current situation of social commerce, and become the auxiliary data for government to implement the policy in order to develop this social commerce sector. When government vigorously promote and develop the social commerce in Malaysia, the purchase intention towards social commerce will increase, which also will be driving the Malaysian economy. Not only that, social commerce is the combination of internet technology and commercial, in response to the development of social commerce, government should pay attention to the development of internet networking and SMP technology. If not, this issue will become serious in the development on social commerce in Malaysia.

Social Commerce Industry

For social commerce industry, marketers can predict the BI of consumers and analyse the current performance of social commerce in Malaysia, in order to improve the marketing strategy and performance in future and find the potential business opportunity in social commerce industry. However, if the healthcare industry does not consider these factors when developing marketing strategy, they cannot understand the young generation purchase intention toward social commerce and may implement the unsuitable marketing plan, it will weaken the sustainability of the business in this sector. Therefore, social commerce industry can implement the most suitable and perfect marketing plan by using this research as the fundamental resources.

CONCLUSION

In conclusion, the main purpose of this research is to analyse the factors that will affect purchase intention toward social commerce by young generations in Malaysia and to investigate do the variables have significant and positive relationship towards social commerce in Malaysia. Followed the theoretical fundamentals from previous literatures, a conceptual model provided by this research which was proposed by integrating trust, PU, PEOU, EWOM and SN with youth consumers' online purchase intention. The results of this research revealed that all the independent variables have direct positive and significant effect on young generations online purchase intention toward social commerce in Malaysia. Hence, the online retailers and marketers

should emphasis and be more focus on these area in order to increase their competitiveness, especially the Trust, PU and PEOU.

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