FACTORS INFLUENCING ATTITUDE TOWARDS SOCIAL COMMERCE SITES AMONG UNDERGRADUATE STUDENTS AT THE FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN

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DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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FACULTY OF ENTREPRENEURSHIP AND BUSINESS

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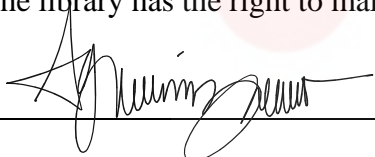|		
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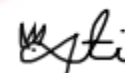
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ABSTRAK

Pada masa kini, membeli-belah dalam talian semakin mendapat tempat di Malaysia terutamanya bagi pelajar prasiswazah. Membeli dalam talian di laman sosial perdagangan adalah lebih mudah dan menjimatkan masa kerana semua transaksi dilakukan secara maya. Kemudahan tersebut amat sesuai untuk pelajar prasiswazah yang mempunyai kekangan masa untuk keluar membeli-belah dan juga inginkan sesuatu yang cepat dan mudah. Kajian ini bertujuan untuk mengetahui faktor yang mempengaruhi sikap terhadap laman sosial perdagangan dalam kalangan pelajar prasiswazah di Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Pendekatan kuantitatif digunakan untuk menjalankan kajian ini. Sebanyak 341 soal selidik dalam talian telah dikumpul. Responden terdiri daripada pelajar ijazah pertama di Fakulti Keusahawanan dan Perniagaan (FKP), Universiti Malaysia Kelantan. Analisis deskriptif dan analisis spearmen digunakan dalam kajian ini. Kepercayaan yang dirasai, dirasakan mudah digunakan, kegunaan yang dirasakan, dan kehadiran sosial yang dirasai sebagai faktor yang mempengaruhi sikap terhadap laman sosial perdagangan dalam kalangan pelajar sarjana muda di Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Dengan had saiz sampel dan populasi, pengkaji kajian masa depan boleh menyiasat populasi yang lebih besar di seluruh Malaysia.

Kata Kunci: Pelajar prasiswazah, Tapak Perdagangan Sosial, Kepercayaan yang dirasai, Dirasakan mudah digunakan, Kegunaan yang dirasakan, Kehadiran sosial yang dirasai media sosial

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ABSTRACT

Nowadays, online shopping is gaining ground in Malaysia, especially for undergraduate students. Buying online on social commerce sites is easier and saves time because all transactions are done virtually. The facility is very suitable for undergraduate students who have time constraints to go out shopping and also want something quick and easy. This study aims to determine the factor influencing attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The quantitative approach was used to conduct this study. A total of 341 online questionnaires were collected. The respondents are from undergraduate students at the Faculty of Entrepreneurship and Business (FKP), Universiti Malaysia Kelantan. Descriptive analyses and spearmen's analyses are used in this study. Perceived trust, perceived ease of use, perceived usefulness, and perceived social presence as the factors that influencing the attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. With the limitation of the sample size and population, the future study researcher can investigate a bigger population throughout Malaysia.

Keywords: Undergraduate students, Social Commerce Sites, Perceived Trust, Perceived Ease of Use, Perceived Usefulness, Perceived Social Presence, social media

CHAPTER 1

1.0 INTRODUCTION

1.1 Background of the Study

It is clear that more people in Malaysia are using social media now than ever before. Social media's rising popularity has made it possible to propose social commerce on a global level. (Eder and Shen, 2011) define social commerce as a brand-new form of electronic trade that makes use of social media to facilitate the online purchasing and selling of goods and services. Another way to state it is that social networks are used in the context of online shopping purchases. This is because social media is not just one means to swiftly distribute knowledge to others, but it may also show the attitude of buying online shopping.

This defined perceived ease of use as how much work a given system requires of them (Davis, 1989). For example, WhatsApp users may more directly interact, making it simpler to engage with sellers in a commercial setting. Today's media ecosystem provides consumers with more information than ever before, with many people preferring to absorb content via social platforms rather than traditional news sources. This is because pupils nowadays may be influenced by their surroundings and sociability due to the improvement of technology nowadays. As a result, an enhanced social presence can satisfy e- commerce demands while also acting as a human proxy in an online shopping setting.

In addition, the year 2011 also show marked the beginning of the electronic trade revolution (e-commerce) in Malaysia, most non-local enterprises that pioneered e-commerce began infiltrating the already established local sector. To this day, the system of making purchases online continues to expand across the globe, including in Malaysia. This is supported by the fact that the

number of people who use the internet has been growing steadily over the past few years (Amir et al., 2011). Therefore, since the year 2000 up until the present day, Malaysia has seen a steady increase in the number of people with high internet usage, which has led to a rise in the popularity of online shopping as the preferred method of consumer transaction (Nuryanto, 2014).

Based on this history, social media platforms such as Facebook, YouTube, and Twitter existed before the advent of these new technologies. Previously, people mainly used this program as a social platform to enhance the sale of their products, particularly on company websites. Facebook is a social networking service that was founded in February 2004. When Mark Zuckerberg and others were students at Harvard, they established Facebook; nevertheless, the site was initially restricted to Harvard students exclusively (Robert E. Wilson, 2013). More people visited Facebook than any other website in the world, according to Google's May 2010 report. It states that studies at 1,000 locations across the globe led to the discovery of this. Social media are the most popular in the world because users may share or receive the most popular online video community, where millions of people can find, watch, and share original-created videos. The grew in popularity for two reasons: first, it provided more diverse possibilities, such as microblogging, and second, it was utilized by some.
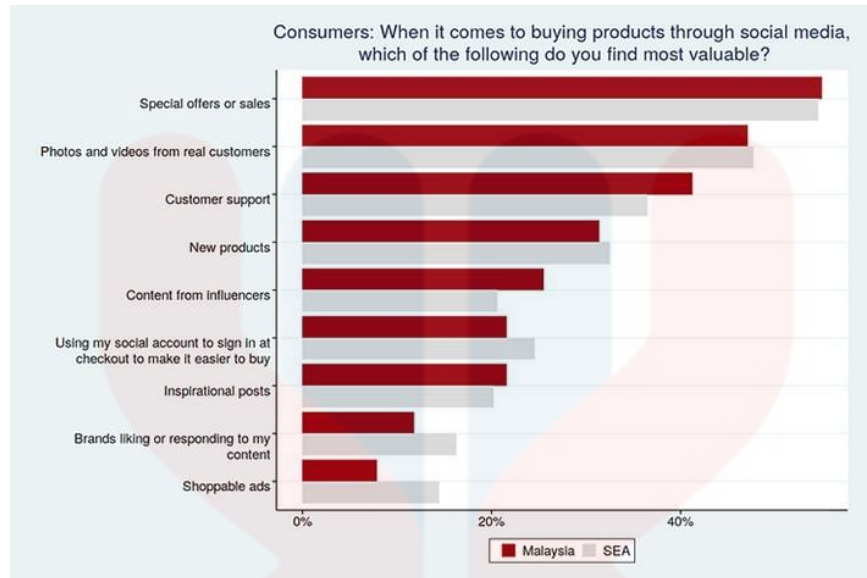
Figure 1.1 Consumers: When it comes to buying products through social media, which of the following do you find most valuable?

In Malaysia, the most valuable of buying products through social media is when special offers or sales followed by photos and videos from real customers and customer support reach more than 40 per cent in Malaysia and SEA. The new product and content from influencers are more than 20 per cent in both countries. While the lower valuables of the buyers are shoppable ads which are below 20 per cent but the country of SEA is high than Malaysia. The gaps also show that using my social account to sign in at checkout to make it easier to buy and inspirational posts have the same records which are more than 20 per cent in Malaysia. The reason says that because there is such a wide variety of online channels available, there is a significant possibility that it will pique the interest of users, particularly the younger people who are the most likely to use the internet to make purchases online. As previously stated, (Davis, 1989) defined perceived utility as how much a person feels an application will "improve his or her job performances." This is because

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students are more likely to ensure that their transactions have data approval that has obtained their successful information. As a result, customers' perceived utility influences their sentiments toward e-commerce sites as well as their buying intention. (Ahn, 2004) Pavlou (2003).

The benefits if social media was changes since the covid-19 epidemic influenced many aspects of society, including students' attitudes toward social commerce sites, which caused this transformation. The conditions of buyer and seller transactions on these commerce sites are one of the aspects that might supply customers with high expectations of a pleasant exchange connection (Pavlou, 2003). This is because technology is always evolving, bringing both benefits and drawbacks to consumers on a daily and yearly basis. The rising popularity of social media has laid a solid platform for social commerce to thrive globally. For example, students may now pay online using only their mobile phone with a variety of programs. The most recent addition of social media, which enables users to locate and make purchases from businesses directly through these applications. It is prominently displayed on commerce sites. Any application of social media also provides a description of the item, its price, and the option to "shop now," which will direct the viewer to your online store.

The importance was stand on this study which is the relationship between attitudes towards social commerce sites. The reason is social media provides customers with features that simplify their experience and save them time, online shopping is gaining a larger and larger following among consumers in Malaysia, particularly among the younger generations. Based on our research, social media will become increasingly important in the next five years in Malaysia. For example,

TikTok is currently one of the most popular applications on the globe. TikTok was released as Douyin in Chinese in 2016, however, it will become popular in Malaysia in 2021. This is because TikTok is one of applications that many users of teenagers use to purchase from them. Teenagers are more likely to buy skincare or any products which follow the trend. Skincare has reached the top search on TikTok. The reason is nowadays many women pay more attention to their looks that's why skincare has become a high-demand product. Social media has provided privacy and policies. In Malaysia, the results were higher results of positive and somewhat agree that social media will become increasingly important in the next five years. When compared to more traditional means of purchase, customers are required to physically go to a shop or supermarket to obtain the product they want.

In a nutshell, our research issue is the attitudes of modern social media consumers. The use of websites to buy items or services to sellers, the administration of electronic payment systems, and the management of online shopping care are the three primary activities that are involved in online trading systems. The use of online information and communication technologies in all aspects of corporate operations is the primary foundation. This research also looks at how consumers interact with social media platforms in the age of advanced technology. This is because we want to know how these new technologies affect their perceived trust, perceived ease of use, perceived usefulness, and perceived social presence. This is to study how each user's sentiments on social networks, particularly on commerce sites. We also know that social media has evolved since then. However, social networks currently offer significant privileges and policies that make it easier for users to be scammed. As a result, our research issue is on attitudes toward social media platforms, which help everyone.

1.2 PROBLEM STATEMENTS

There are many companies as well as brick-and-mortar stores that are on the verge of closing down or already shutting down after the COVID-19 pandemic. So, there are many cases where businesses switched to social commerce as there are many success stories of the application of social commerce, mostly by large retailers such as Coca- Cola, McDonald, Starbucks, and Dell as well as service providers such as banks and airlines. Furthermore, the recent result has found that not only due to MCO rules and limitations, but people still want to avoid close physical interaction because of the possibility of getting infected with COVID-19 even after the government lifted the MCO restriction in Malaysia. So, the consumers' self-imposed social distancing behaviours also played a significant role in driving online sales on social media platforms, especially among students.

In addition, our research shows that customer purchasing habits have lately changed. Customers shifted from traditional brick-and-mortar stores to online business models like e-commerce. By integrating e-commerce features into social networks, social commerce enables users to buy products and services from locations with which they are already connected. Instead of the conventional product-focused online marketplace with the information provided by businesses, social commerce focuses on the socially focused and consumer-driven online marketplace where social networking sites encourage their users to shop through social connections with friends (Shadkam and O'Hara 2013). Due to the fact that users on social commerce sites are their friends or distant acquaintances, and because their information sharing appears to be more authentic than recommendations or evaluations provided by merchants on other buying platforms, customers prefer the information provided on these platforms (Bai et al. 2015).

Despite the rapid growth of social commerce, little research has been conducted to determine what factors influence attitudes towards social commerce sites, especially among undergraduate students (Um 2018). In addition, on these social networking platforms, human interaction conveys social presence, but little empirical study has been done to determine how this is affecting e-commerce (Pacheco and Jaipaul-O'Garro 2020). With a focus on how they may utilise social networking sites to advance a "marketing agenda," many firms still see social media as a one-way communication channel (Gallup 2014). Since more and more people are using social media as a platform for social commerce to purchase goods and services, understanding the various aspects of online social interaction and the significance of social presence in e-commerce requires serious academic attention (Pacheco and Jaipaul-O'Garro 2020).

While earlier studies have demonstrated the effects of social presence on consumers (Ruiz-Mafe et al. 2018) and confidence in social networking sites for social commerce (Weisberg, Te'eni, and Arman 2011), their effects on general attitudes regarding social commerce have not been fully explored. Additionally, limited research has been done on social presence factors, especially concentrating on the variety of content types (text-based vs. image-based) (Hassanein and Head 2007). Thus, it is unknown how direct human-to-human connection in a setting mediated by computers influences the perceived social presence. How valuable users perceive these websites to be in fulfilling their buying goals is likely to have an impact on how effective social media is as an e-commerce medium, often known as social commerce. Prior studies (Gefen and Straub 2003; Hassanein and Head 2007) on the connection between felt social presence and perceived website usefulness have shown conflicting findings. It is strongly justified to update our knowledge of the present social commerce-dominated online environment in light of these existing research gaps.

Malaysia unemployment rate from 2008 to May 2020

Unemployed persons (thousands)		Unemployment rate (%)
2008	368.5	3.3
2009	418.0	3.7
2010	404.4	3.3
2011	389.2	3.1
2012	401.2	3.0
2013	435.1	3.1
2014	411.1	2.9
2015	450.3	3.1
2016	504.1	3.4
2017	503.3	3.4
2018	504.3	3.3
2019	508.2	3.3
January 2020	511.7	3.2
February 2020	525.2	3.3
March 2020	610.5	3.9
April 2020	778.8	5.0
May 2020	826.00	5.3
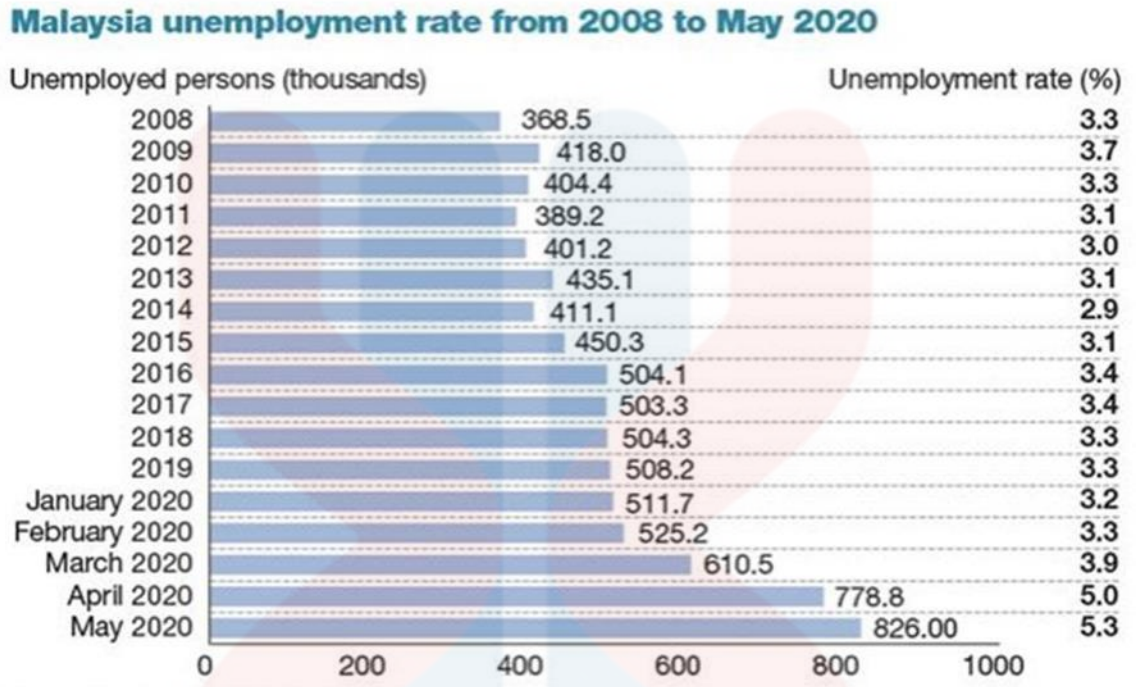
Figure 1.2: Malaysia unemployment rate from 2008 to May 2020 Source: Department of Statistic

Malaysia

1.3 RESEARCH QUESTIONS

The research questions for this study are:

1. What is the relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

2. What is the relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

3. What is the relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

4. What is the relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

1.4 RESEARCH OBJECTIVES

Thus, the objectives of this study are:

1. To identify the relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

2. To identify the relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

3. To identify the relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

4. To identify the relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

1.5 SCOPE OF THE STUDY

This study focuses on the desire among undergraduate students at the Faculty of Entrepreneurship and Business at University of Malaysia Kelantan (UMK) to practice their attitude towards social commerce sites. Applying the Technology Acceptance Model (TAM), this study examines the factors that influence customer attitude towards social commerce sites among students of the Faculty of Entrepreneurship and Business at University of Malaysia Kelantan. Specifically, the focus of the study is on social commerce sites. This line of research assesses the extent to which attitudes among University Malaysia Kelantan undergraduate students engage in daily social commerce sites. The participants of this study are undergraduate students from the University of Malaysia Kelantan who is interested respondents.

1.6 SIGNIFICANCE OF STUDY

This study focuses on the elements that influence University Malaysia Kelantan undergraduate students' attitude towards social commerce sites. The research purpose has influenced all University Malaysia Kelantan students' attitude regarding social commerce sites, particularly undergraduate students at University Malaysia Kelantan Campus Kota. The findings of this study will be used to social commerce sites, as social commerce sites play an essential part in corporate performance nowadays. Social commerce sites are becoming an increasingly important route for online purchasing.

According to Absolunet, a North American e-commerce business, 87% of e-commerce purchasers believe that social media helps them make shopping decisions, and 30% of consumers

indicate they will make a purchase straight through a social media platform. It has grown and developed and changed the way we connect, conduct business, learn, and go about our daily lives.

As a result, this study can assist researchers in becoming more educated and understanding attitude towards social commerce sites. Researchers and other interested parties can use knowledge regarding attitude towards social commerce sites as a resource for further research. The researcher feels that those who are directly or indirectly involved in this research will profit from it.

1.6.1 Researcher

The outcomes of this study are crucial for increasing the understanding of researchers about the risk factors that influence consumer behavior when making purchases online. This study offers the potential to compare the theory and findings of past research on the elements that influence customer behavior when making online purchases. This comparison can be made from an academic standpoint. In addition, the theories and measuring methods proposed by earlier researchers can be put to the test in this study to see whether or not the ideas are applicable and accurate in the context of the local industry. This will contribute to a better knowledge of how to measure and assess the behavior of consumers.

1.6.2 Student as a Consumers

The outcomes of this study are helpful for students who use the internet in other ways as well. This is because students are able to compare prices, quality, and services, and have a wide variety of options available to them. Students also will be able to make the best decision for

themselves and satisfy their requirements if they have this information. Online businesses are able to provide students with access to a broader range of products, a broader range of pricing options, and, most crucially, an easier way to acquire information. Students choose to spend their money buying online because it is simple and risk-free, satisfying both their necessities and their desires.

1.6.3 Government

This study is also important to the government in encouraging the responsible use of data and results. Data and research findings can be used by governments to make important decisions about social commerce sites for a platform to make informed decisions towards improving existing or launching new products or services. Indirectly, this research is also important in collecting data on the economic structure of social commerce sites in this country. The collection of statistical data will involve several research problems such as the causes of social commerce sites in the national economy, and the distribution that will be done.

1.7 DEFINITION OF TERM

1.7.1 Perceived Usefulness

According to Davis (1986), perceived utility is the subjective perspective of users who think that utilising particular technologies will enhance the quality of their job. It deals with whether someone thinks a specific piece of technology will help them achieve their objectives.

1.7.2   Perceived Trust

Perceived trust is a crucial aspect of technology adoption and aids retailers in establishing strong customer relationships (Reicheld & Schefter, 2000). The definition of perceived trust is an emotional state that encourages not to trust another based on the satisfactory actions of the other.

1.7.3   Perceived Ease of Use

The degree to which a person thinks utilising a specific technology would be effortless is how Davis defines perceived ease of use (Davis, 1989, p. 320). The challenges have been resolved if the technology is user-friendly. Whenever it is difficult to use and has a confusing interface, there is no positive opinion of it.

1.7.4   Perceived Social Presence

One of the main objectives of networked communication systems is to provide greater levels of social presence. Social presence is defined as the subjective feeling of being there with a "real" person and having access to his or her thoughts and emotions (Biocca and Harms, 2002). The degree to which a person is aware of other people's involvement in communication is referred to as "social presence."

1.8 ORGANIZATION OF THE PROPOSAL

In chapter one, we conclude our project by introduction which is our research about the attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The reason is we want to know how the attitude related in four independent variables that is perceived trust, perceived usefulness, perceived ease of use and perceived social presence. We also searched for how social media impact on attitudes on this commerce's. In this study, there are two problem statements which are graduate unemployment post covid and consumers' self-imposed social distancing behaviors. Our research questions basically to know what the relationship between these four independent variables towards social commerce sites is. While research objectives are about how to identify, examine, understand, and describe the relationship between them. Other than that, the scope of this study to focus on social commerce sites which is to extent attitude among University of Malaysia Kelantan undergraduate students engage in daily social commerce sites. The respondents sure for undergraduate students in University of Malaysia Kelantan category in 6 courses. Then, our studies also to find the significant which is focuses on elements that influence Universiti Malaysia Kelantan undergraduate students' attitude towards social commerce sites.

The social commerce sites will be essential part that becoming important route for online purchasing. This significant of study include researcher, consumer, and retailer. Based on this study, our definition of term provides four elements of independent variables which is perceived trust that a crucial aspect of technology adoption aids retailer to make strong relationships while perceived usefulness is the subjective perception of users that can improve the performances of working. Next, the perceived ease of use is the degree that a person believed in using a particular

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system would be free of effort. The perceived social presence shows the subjective experience of being present with a real person and having access to thoughts and emotions. Therefore, the studies in this chapter one refers to attitude, social commerce and research about independent variables and dependent variables.

According to this study, chapter two provided a broad understanding of this technology, specifically for a younger reader, these sections open with a detailed overview of social commerce sites. This study also included the theories of the factor influencing attitude towards social commerce sites. In underpinning theory, there were reviews of the literature disclosing some theories that have been broadly used by researchers. For example, the Theory of Technology Acceptance Model (TAM). This theory is one of the widely used models to explain the factor that influences the acceptance of information systems and communication technology by users and customers. Theory of Reasoned Action (TRA) also included which general to state the attitude determines social behaviour. Next, Revised Theory as External Variables that strongly influences attitude towards users which is a person personal feeling (positive and negative). Trust has been studied to understand the importance of structure. It is allowing us to avoid unreliable and unsafe systems. The last theory is social presence theory. This theory shows how social media increases with the popularity systems. Other than that, our previous study.

This studies of course about the attitude towards social commerce sites that refers users who often by terms of intention to adopt, intentions of use or technology use. The previous study described how the attitude of users with the four independent variables relate with these social

commerce sites. As a result, the independent variables of perceived trust, perceived usefulness, perceived ease of use, and perceived social presence had the strongest relationships with the direct variable of attitudes. This study also provided the hypothesis between the dependent variable (attitude) and the four independent variables. All the results show that is a positive relationship between them after making arguing. In chapter two, there is conceptual framework that given their prior knowledge of other researchers' points of view and their observations on the research, it maps out the activities gained during the study. Overall, this study aims to examine the factors that influence user attitude towards social commerce sites among undergraduate students of the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

The chapter three explain the research methodology which is the process by researchers conduct their investigations that displays how these researchers communicate their objectives, issues, and solutions as well as the conclusions drawn from the information gathered while conducting the research. Then, provided the research design. We use the quantitative approach with the goal of identifying the variables influencing undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan perceptions about social commerce sites. The hypothesis was conducted with six sections in the questionnaire, including one for each demographic, four independent variables, and one dependent variable. In this study, the researchers decided to use quantitative method of data collection since they provide the researchers with the opportunity of asking closed-ended questions with a list of choices of possible answers. After that, the study population. The part of study population explained about the overview faculty, with six courses and total of enrolment students active in session 2022/2023.

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The Faculty of Entrepreneurship and Business in University Malaysia Kelantan has six courses which is SAA, SAB, SAE, SAK, SAL and SAR. All of these courses are related to entrepreneurship. The data also shows that the higher students active was SAL course which is 809 students with an overall total 3451 students. The size of the study sample population is sufficient to provide an accurate picture of the entire population. The sampling method that we are using is the non-probability sampling method which distributed at random to the 341 respondents in Faculty of Entrepreneurship and Business undergraduate students. A questionnaire was employed as the data collection tool for this research with provided 3 parts that is part A about demographic information, part B about attitude relate four independent variables and part C focuses on measurements. The data collection for this study is carried out using both primary data and secondary data, both of which contain extensive descriptions of the methodologies that were applied.

Other than that, the Research Instrument Development. The questionnaire survey is we have chosen FKP students as our target audience for the survey for this study and the design this study consisted of a self-disclosing questionnaire in which respondents were neither guided nor isolated while responding to the questions. Our measurements of variables using a 5-point Likert scale ranging from very strongly disagree to agree very strongly to assess. The scale consists of a fixed decision question design that addresses unique mentality, trust, assessment and feeling in factor estimation. While the likert scale starts with 1-Strongly Disagree, 2-Disagree, 3- Slight Agree, 4- Agree and 5- Strongly Agree on a five- point scale. Nominal scales for gender (male or female), race (Malays, Chinese, India, and Others), field of study (SAA, SAB, SAE, SAK, SAL, SAR), semester and social commerce sites usage frequently as our numeric scale. The result of

scale was there no 0 point. This study researchers used a ratio scale to determine respondent's age, gender, race, field of study, semester, and social commerce sites usage frequently. Last but not least, this data analysis procedure uses SPSS, and descriptive statistics are used to even the reliability analysis. The reliability analysis followed two types of alpha versions, which are normal and standard, correlation analysis follows the four independent variables, multiple pilot studies may be necessary for some investigations, and either a qualitative distributed sample population is used, or it can be done using a quantitative distributed sample population. The output of normalcy can be created using the output of a conventional Q-Q Plot. As a result, it demonstrates that the independent variable has an impact on the dependent variable.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

A study on the variables that influence the continuous attitude of University Malaysia of Kelantan undergraduate students towards the use of social commerce sites is studied in this chapter. To provide a broad understanding of this technology, especially for younger readers, this section opens with a detailed overview of social commerce sites. A brief introduction to social commerce in Malaysia, student attitudes, innovation, acceptance of social commerce sites, and explanations of important concepts are all discussed in this article. To provide an understanding of the main underlying theory in the research as well as an example of the research structure of the study, the second part will analyze the theoretical approach of TAM, Social Presence Theory and other important factors, conceptual theory offers both theoretical insights as well as direct guidance in improving user attitude towards social commerce sites. This chapter will look at how these IVs and DVs relate to each other. These include perceived trust, perceived usefulness, perceived ease of use, perceived social presence and use of social commerce sites from students. In the next section, a review of the relevant literature on the selected constructs is offered. The research hypothesis for this study was developed based on the research framework. This chapter concludes with a summary.

2.2 UNDERPINNING THEORY

Following a review of the literature, it was discovered that some ideas had been widely applied by researchers to forecast the emergence of social commerce sites in the technology sector. Numerous theoretical methods have been applied in this technical research to conduct the study.

2.2.1 Theory of Technology Acceptance Model (TAM)

According to the technology acceptance model, the amount to which customers accept a technological instrument ultimately depends on how easy it is to use and use it. The technology acceptance model (TAM), a concept from the field of computer systems, is a theory that describes how people first began to embrace and use technology. The moment at which individuals make use of the technology is known as the actual system utilisation (Subawa et al., 2021).

One factor determining whether people will use technology is their behavioural intentions. Behavioural intention (BI), or the desire to perform in a particular way, is influenced by attitude (A), which is the overall view of the invention. Before starting actions aimed at using modern software, people form attitudes and behavioural intentions about attempting to learn how to use it. This is due to the complexity of breakthroughs like desktop computers and the sense of mystery that pervades decision-makers' perceptions about how to successfully deploy the technology. There have been changing opinions regarding how technology is used and if it is beneficial to medicine. Therefore, actual usage could not be a direct or instantaneous result of attitudes and intents of this kind (Widayat et al., 2020).

According to (Davis et al., 1989), the Technology Acceptance Model (TAM) is an information systems theory that explains how customers learn to accept and use technology. The TAM2 model describes how new technologies can make people's lives easier using subjective, visual, and work-related standards as constructs of perceived usefulness. Other technology-focused areas including transportation, urban planning and infrastructure management can use this strategy. The TAM3 model will provide managers and decision-makers across multiple industries with a secure platform. Davis, 1989 also said that perception refers to the belief that using Internet Banking will increase one's efficiency, while the perception of ease of use refers to the belief that using Internet Banking will be easy.

The most often used model for examining e-commerce behaviour is TAM. The replication of the TAM model has a theoretical foundation and increases users' perceptions of its utility and simplicity (Normalini et al., 2019). The major factors, which have a big impact on attitudes, are perceived usefulness and perceived ease of use. Furthermore, a lot of research streamlines TAM by excluding attitudes and focusing solely on the impacts of perceived utility and perceived ease of use on intention to use (Venkatesh et., 2003).

In the Technology Acceptance Theory Model, the original independent variables are only perceived ease of use and perceived usefulness. To measure the variables that affect social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, the Technology Acceptance Model—which is regarded as simple to use—and the sense of trust are utilised. From the studies, it can be inferred that Davis' Technology Acceptance Model (TAM) is

still highly applicable for application in this research. One of the models that are frequently used to explain the variables affecting users' and customers' adoption of information systems and communication technologies is the technology acceptance model (Davis, 1989, Venkatesh V, 2000). This model ought to be regarded as an effective predictor of users' acceptance of technology (Venkatesh V, Davis FD, 2000). In the realm of information technology, it is crucial to understand the elements that contribute to and foster acceptance of technology (Rigopoulos G, 2007, Yousafzai SY, Foxall GR, Pallister JG, 2010).

Figure 2.2.1 illustrates the Technology Acceptance Model, which Davis developed in 1989 to better understand the relationship between IT attitudes and user behaviours. Davis also sought to identify the factors that affect users of information systems' acceptance of IT and to explain and forecast the behaviour of computer users (Klopping IM, Mckinney E, 2004).
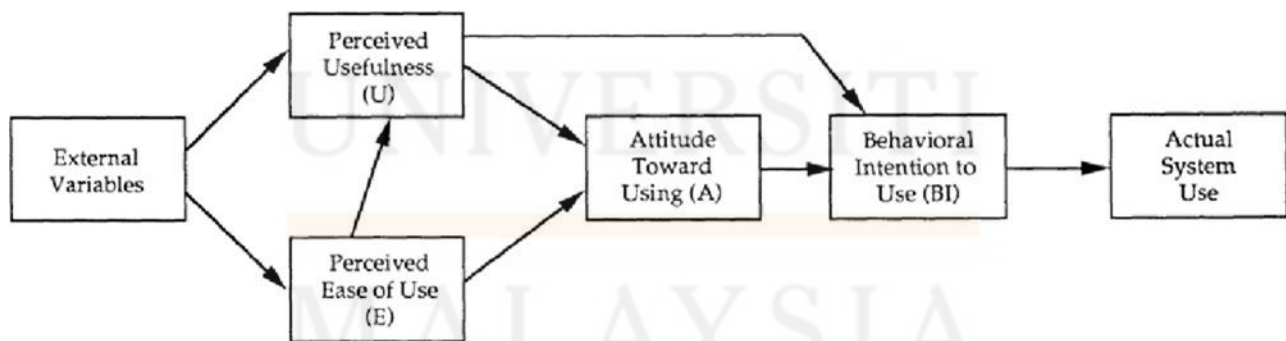
Figure 2.2.1: The Original Technology Acceptance Model (TAM) Sources: Davis (1989).

The logical operation theory is a general theory that claims that: attitude affects social behaviour; attitude is a function of belief about the results of behaviour; and attitude is a function of evaluating the outcome. (Deng Z, Lu Y, and Chen Z, 2007) (Al- Hajri S, Tatnall A, 2008). The technology acceptance model imitates consumers' acceptance of information systems by using logical operation theory. Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) have been regarded as two fundamental structures in IT Acceptance throughout the past ten years in terms of trust (Wan WWN, Luk C-L, Chow CWC, 2005). The ease of use of the system affects the user's perception of its utility, according to (Alsajjan B. and Dennis C.'s, 2010) analysis of the Technology Acceptance model. This model also posits that public attitudes regarding the usage of information and ICT systems are directly influenced by perceived usefulness and simplicity of use.

The technology model is to define the general parameters of computer acceptance and can characterise user behaviour in various computing technologies and users are distinct sorts, according to (Bashiri M. and Joneidi M.'s, 2007) argument. Both a descriptive and a predictive strategy are used in this model. Thus, researchers and administrators can determine why certain systems may be unsatisfactory and what corrective actions should be taken. In 2000, Davis and Venkatesh developed a theoretical TAM model by referring to figure 2.2 explaining the use and desire and intention to use words social effects and cognitive instrumental processes. The model developed is known as TAM II. (Chismar WG, Wiley-Patton S, 2002).

Using data collected from four different systems which in two examples of voluntary use and in the other two of mandatory use were analyzed. According to (Kripanont N, 2007), he said that the model at three different times which is before use, one month after use and three months after the implementation of the system in any organization is measured. So, the developed model was validated in all organizations at all three times. This has been supported by (Bashiri M, Joneidi M, 2007), saying he added in the theory that using TAM I as a starting model, in TAM II the new theoretical structure includes social impact (subjective, voluntary, and imagined norms) and cognitive instrumental processes (working relationships, output quality, ability to prove results and ease of use).
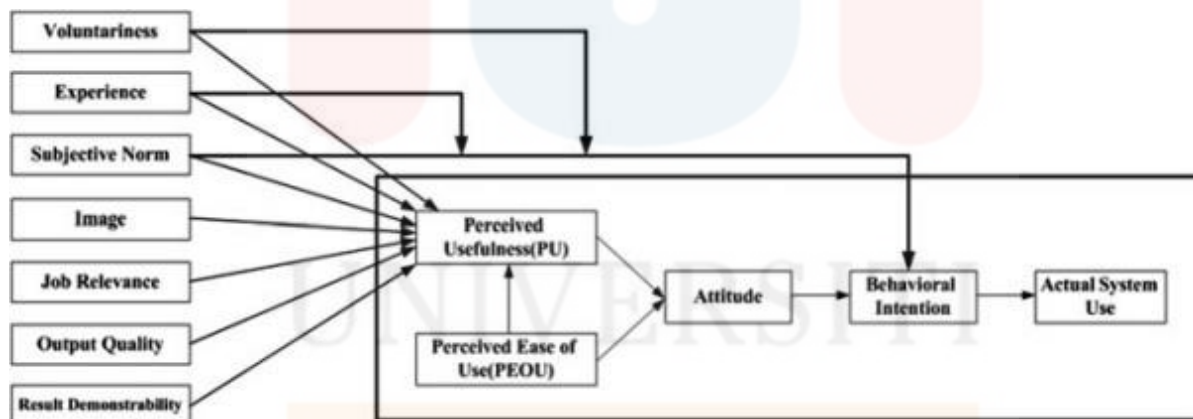
Figure 2.2.2: Technology Acceptance Model II

According to the TAM model, a person's attitude toward using a certain habit, which includes both positive and negative sentiments, is greatly influenced by behavioural intention. The

Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen in 1975, was the first to make this claim. It is now frequently utilised to forecast human behaviour in a variety of scientific contexts. By creating the Technology Acceptance Model (TAM), which relates the relationship between external variables and internal variables, Davis et al. (1989) went on to support and develop this idea (confidence, attitude, and interest). In this study, attitudes about use are utilised to gauge a person's choice in that direction. Three independent variables often support this variable: Perceived Usefulness, Perceived Ease of Use and Perceived Trust which (Yadav et al., 2016) also suggested.

(Yadav et al., 2016) studied the use of e-commerce and described three factors that influence a person's interest in shopping through online channels: perceived usefulness, perceived ease of use, and perceived trust. Likewise, the same results were stated by Vankatesh et al. 2000, in the development of the Technology Acceptance Theory. This model was introduced by (Davis et al., 1989). The same issues in both types of research necessitated face-to-face interviews with some shoppers. The subject of the question is based on the conclusion of both reports and some questions related to the purchase decision, namely the place of delivery of goods, price policy, and promotion based on the results of the study (Djumarno, Lies, & Ali, H., 2017). Only three criteria, namely the perceived usefulness, the perceived ease of use, and the perceived trust, had the greatest value from the findings of the questionnaire given to 30 respondents.

User socialisation through peer engagement and communication via online social media portals has grown to be a crucial marketing issue because of the invention and rising popularity of

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social media (Wang et al., 2012). There are many theories that describe how people behave socially in various contexts, and theories and models frequently reflect how users intend to behave with regard to particular topics and disciplines (McKinney, 2004). It has been claimed that researchers and practitioners have given the theoretical knowledge of internet purchasing performance a lot of attention (Rose et al., 2012). On the other hand, (Darden and Howell, 1987) claim that the literature on retailing and marketing does not adequately address the important relationships and social implications of persons. Most of the previously proposed theories examine individual behavioral intentions towards the use of information technology and some studies have focused on the social impact of co-created shopping intentions. While some research has concentrated on the societal implications of co-created shopping intentions, the majority of previously suggested theories analyse individual behavioural intentions regarding the usage of information technology.

In addition, Short, (William, and Christie, 1976) claimed that the idea of social presence emerged during the telecommunications era in the late 1960s and early 1970s because it was obscured by far-off communicative experiences. (Tammelin, 1998) also noted that the concept of social presence will become more complex, in-depth, and prominent as various interactive and other communication media emerge over the course of the following ten years, including interactive television, video conferencing, and online learning environments. User responsiveness and enjoyment appear to be influenced by social presence (Bulu, 2012). Recently, it has been recognised that social presence and "feelings of warmth and friendliness are communicated through the medium and are crucial components in establishing a relationship between the WWW and its visitors" (Hess et al., 2009).

Early social presence research is divided into two distinct groups by (Rettie, 2003): (1) research that discusses social presence as a "feature of the medium in mediated communication," and (2) research that "refers to perceptions, behaviours, or attitude in mediated interaction." Rettie's research is frequently expanded upon by modern academics into new fields that emphasise the need for social presence in the development of more significant and meaningful online learning experiences (Whiteside, 2007, 2015). Customer socialisation, which has been defined as "the process by which individuals acquire some skills, information, knowledge, and attitudes connected to their specific duties and objectives in the market" (Grossbart et al., 2008), has a significant argument in marketing practice.

Using these websites and applications has an impact on how we connect with people and how we want others to perceive us because of social media's predictable social nature. One recent study, for instance, focused especially on our want to belong and investigated what motivates us to interact with others for example, TikTok and Instagram app. According to this view, which was outlined by Baurmeister and Leary in the 1990s, belonging is not only a basic human need but also a desire. Everyone needs some type of solid relationship and pleasant human interaction to have a stronger sense of self-worth and better social and psychological functioning, albeit the number of interactions and individuals we desire to be with can vary based on who the person is. (Mackey and Freyberg, 2010), put forward two basic concepts in which social presence is developed which are understanding and proximity. Therefore, social presence reflects a phenomenon where media users to some extent and to some extent ignore the proper role of technology in the habit (Horvath and Lombard, 2010).

2.3 PREVIOUS STUDIES

2.3.1   Attitude Towards Social Commerce Sites

One's ability to adopt the use of mobile applications for commercial transactions before making it a habit can be seen in their attitude toward using social commerce sites. Other phrases like "attitude toward users" "intention to adopt" or "technology use" are frequently used to describe it. These expressions have the same meaning when it comes to characterising a person's openness to using or adopting the existence of a good or service. When it comes to today's use of social media, attitude is also defined as a steady accumulation of predispositions of opinion, interest, or purpose that involve anticipation of a particular kind of experience and being prepared to respond properly. People's lifestyles and opinions on using social media as a revolution in user interactions are changing as a result of social networks' rising popularity.

The participatory nature of social media has given customers the ability to shape brand and product images through word-of-mouth in online interactions (Muntinga, 2012). According to an eMarketer report, social commerce revenue in 2011 worldwide was $5 billion and was expected to grow to $35 billion by 2016 (eMarketer, 2015). For example, the users of social media in Korea have addressed factors that affect consumers' attitudes toward it. The nature of sharing information in social commerce, and attitudes toward a social commerce website would affect the attitudes of users to share information. The statement by (Poh and Adam, 2002) found that favourable attitudes toward a website helped consumers rely on the website's content as a source of information.

Based on this study, the factor that can influence this dependent variable is the behaviour intentions in TAM theory. This is because nowadays people's attitude on behavioural intentions about attempting to learn how to use it. This is how the way people want to use it, which is behavioural intention (BI) is influenced by attitude (A), with the overall view of the invention. As an author (Davis et al., 1989), the technology acceptance model (TAM) is an information systems theory that explains how customers learn to accept and use technology. This attitude toward behaviour has the combination of strength and evaluation of one's faith. TAM 2 model describes the new technologies that can make people's lives easier using subjective, visual, and work-related standards as constructs of perceived utility. This is because this factor influences people's attitudes which means they can easily make connections with others whether for work or student discussion purposes. The TAM 3 model will provide managers and decision-makers across multiple industries with a secure platform which influences people's attitude to this factor. The attitude explains that people will use social commerce as their choice and not others' decision to use social sites. In addition, the factor that influences this attitude is e-commerce behaviour which is also in TAM theory.

The author (Venkatesh et., 2003), many studies simplify TAM by dropping attitudes and examining only the effects of perceived usefulness and perceived ease of use on intention to use. This is because people's attitude today, of course, chooses the easier technology that helps to improve their networking. It is this factor influencing people's attitudes because considered easy to use, and the perception of trust measures the factors that influence social trading sites. The Theory of Reasoned Action (TRA) is also one of the factors that influence attitudes. This is because personal attitudes about engaging in a behaviour as predictors of intentions to engage in the

behaviour. In this theory, the perception of ease of use and the perception of usefulness has a direct effect on the public's attitude towards the use of information and ICT systems which influences people's attitudes. People's attitudes today prove that they are using social to receive and share information quickly. The framework also shows that attitude determines social behaviour (Deng Z, Lu Y, Chen Z, 2007) and attitude is a function of belief about the consequences of behaviour and evaluating the result (Al-Hajri S, Tatnall A, 2008).

In a nutshell, the dependent variables are attitudes about the comprehension of utilising social commerce sites, while the independent factors are four. The findings suggest that user views about commerce sites are consistent with the idea. The theory uses TAM and TRA to describe the basic theory. User opinions regarding social commerce sites now demonstrate that they are much different than in the past. The hypothesis incorporates perceived trust, perceived utility, perceived ease of use, and perceived social presence. As a result, the previous study demonstrates that attitudes have a link with all of the independent factors, which have a favourable influence on social commerce sites. Users' opinions are also related to new technology, which has significantly changed social commerce today.

2.4 HYPOTHESIS STATEMENT

2.4.1 Perceived Usefulness

The degree to which a person believes that employing a certain system would increase his or her performance at work is known as perceived usefulness (Arli 2017). The degree to which a person believes that implementing a certain system will improve his or her job performance is

known as perceived usefulness, according to Davis (1989, 320). According to studies, usefulness has a beneficial impact on customers' attitudes about new technologies and the uptake of information technology (Kang and Lee 1992). A brand page on social media will give users the opportunity to learn more about and stay current with the brand (Arli 2017).

Although the earlier study has suggested that users' perceptions of social presence on a website influence their assessment of the site's usefulness, other studies have been unable to demonstrate a meaningful relationship between these variables. These contradicting results suggest that their relationship should be reevaluated (Pacheco and Jaipaul-O'Garro 2020). The earlier study additionally put up the idea that perceived usefulness affects the attitude and advantages of social commerce sites. The stronger the perceived usefulness on social commerce sites, the more valuable users will perceive it to be, resulting in more positive attitudes toward social commerce sites. Thus, we hypothesize:

H0: There is no relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

H1: There is a positive relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

2.4.2   Perceived Trust

In general, a person's faith has a direct impact on their perceived trust. Perceived trust in e-commerce activities was described by (Pavlou, 2003) as the confidence of users to assume risks in online transactions. According to (Chew, K. W., 2007), there are two beliefs: the belief in credibility and goodwill (honesty, reliability, and integrity). Efficiency, Benevolence, Communication, Privacy, and Security are the aspects that make up the Perceived Trust Variable, according to research by (Deb, M., & Lomo- David, E. from 2014). Trust is also the conviction that other people will act in predictable ways, according to (Luhmann, 1979). Consumer perception of trust in the context of e- commerce can aid in lowering social complexity and confusion while making online purchasing decisions.

"The readiness of a party to be exposed to the acts of another party based on the expectation that the other party would execute particular actions that are significant to the trustee," according to (Mayeret al., 1995), is the definition of trust. This has been highlighted in earlier studies in relation to online shopping. The significance of trust as the primary indicator of a person's attitude and purchase intention (Hassanein and Head, 2007; Lin, 2011; Hsu et al., 2013; Ashraf et al., 2014). Online buying is thought to carry relatively significant risks for customers because there isn't any face-to-face connection or contact (Pavlou et al., 2007; O'Cass and Carlson, 2012). (Van Der Heijden et al 2003) study, which found that internet customers' sentiments toward certain goods or services are largely influenced by perceived trust, supports this. In this regard, (Lin, 2011) demonstrated that online trust is the primary determinant of attitude towards online purchasing due to the rising level of uncertainty and dynamism of cyberspace. According to studies, consumer intention to transact online is positively influenced by consumer trust in e-commerce (Pavlou,

2003), consumer attitudes toward social commerce sites are positively influenced by consumer trust (Hassanein & Head, 2007; HU, Lin, & Zhang, 2002), and perceived consumer trust leads to favourable social commerce behaviour (Shin, 2013). Consequently, the following claim is made:

H0: There is no relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

H1: There is a positive relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

2.4.3   Perceived Ease of Use

Perceived ease of use refers to the efforts of a person who uses technology and is closely related to a person's attitude towards the capabilities of the technology used. The perceived ease of use in e-commerce can be linked to the ease of accessing the site and the ease of site navigation. According to (Davis, 1989) the definition of perceived ease of use is the "degree to which a person believes that using a particular system would be free from effort." From that opinion, it can be said that using a certain system can reduce the ability to perform. In general, a person who develops confidence before using certain tools is considered to help ease and improve his work. If a person is convinced that technology can ease the burden of his career, then the technology will be used. As was said earlier, (Davis, 1989) defined "perceived ease of use" as the degree to which a person perceives a specific system to be simple and undemanding to operate. Customers are more likely

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to embrace a new programme or piece of technology if they believe it to be user-friendly and straightforward (Davis, 1989).

According to (Luna-Nevarez and Torres, 2015), consumers' perceptions of ease of use had a favourable impact on how they felt about social networking advertising. The study's results also show that customers' opinions of an e-commerce site's usability are positively correlated with those customers' desire to transact on the site and intention to return to the site. (Koufaris, 2002; Pavlou, 2003; Ahn, Ryu, and Han, 2004). For example, some researchers (Chen and Tan 2004; Chen et al. 2002; O'Cass and Fenech 2003; Vijayasarathy 2004) claimed that perceived ease of use when shopping online has a positive effect on attitudes, but other studies showed that perceived ease of use has no appreciable impact on consumers' attitudes about online commerce according to (Cho and Fiorito 2009; Ha and Stoel 2009; Liu et al. 2003; Yu and Park 2014). As a result of this study, the following theory has been proposed:

H0: There is no relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

H1: There is positive relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

2.4.4 Perceived Social Presence

When a medium enables users to see others as psychologically present, social presence is said to exist (Fulk, Steinfeld, Schmitz, and Power, 1987). The low social presence that distinguishes online media is another factor that could be detrimental to e-commerce platforms (Miranda & Saunders, 2003). According to the study, social presence can also be explained by three traits. A medium's social presence is defined by Short, Williams, and Christie (1976) as its ability to convey information through facial expressions, posture, dress, and nonverbal cues. A connection between social presence and information richness has also been suggested by scholars (Straub, 1994; Straub & Karahanna, 1998). Third, psychological connections researchers have hypothesised that "human warmth" and social presence are causally associated (Gefen & Straub, 2003; Hassanein & Head, 2007).

Prior research has shown that attitudes toward social commerce sites may be influenced by perceived social presence (human warmth), which may enhance information richness and requirements for e-consumers (Straub, 1994; Straub & Karahanna, 1998). But as Gefen and Straub note, improved social presence can meet e-consumer wants and serve as a human replacement in an e-commerce environment (2003). According to this study, customers are more likely to create a favourable opinion of a social commerce site when they experience more "human warmth" there, which is why perceived social presence has a positive effect on attitudes. An e-commerce site's social presence may be enhanced with a personalised greeting, personal photographs, letters, socially engaging text, human voice and video, and intelligent agents (Gefen & Straub, 2003; Hassanein & Head, 2007). Therefore, the following hypothesis shows that:

H0: There is no relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

H1: There is a positive relationship bet between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

Therefore, we have constructed a literature matrix that is related with our studies which are:

Table 2.4.4: Literature Matrix

Author	Issue	Theoretical	Variables	Finding
B. G. Pacheco and R. Jaipaul-O'Garro	- There is a lack of empirical research on how social presence is communicated through human interaction on these social networking sites and how this is impacting e-commerce. - The possible influence of social presence on perceived risk in social commerce has received little attention from researchers.	Computer Mediated Communication (CMC)	- Perceived usefulness - Perceived product risk	Social presence can be incorporated into social networking sites.

Um, Nam-Hyun	Limited research has been conducted to determine what factors influencing attitude towards social commerce sites	Technology Acceptance Model (TAM)	- Perceived usefulness - Perceived ease of use - Perceived shopping enjoyment - Perceived shopping risk	The impact of e-word-of-mouth (eWOM), willingness to return, and intention to make an online purchase are significantly influenced by consumer opinions about social commerce sites.

2.5 CONCEPTUAL FRAMEWORK

The researcher's summary of the literature on how to explain a behavior is represented by a conceptual framework. As a result of their past knowledge of other researchers' points of view and their observations on the research, it maps out the activities learned during the study. Figure 2.5 shows the conceptual framework, which includes perceived trust, usefulness, social presence, and use as independent variable and the dependent variable students' opinions of social commerce sites from the Faculty of Entrepreneurship and Business.

INDEPENDENT VARIABLES   **DEPENDENT VARIABLES**
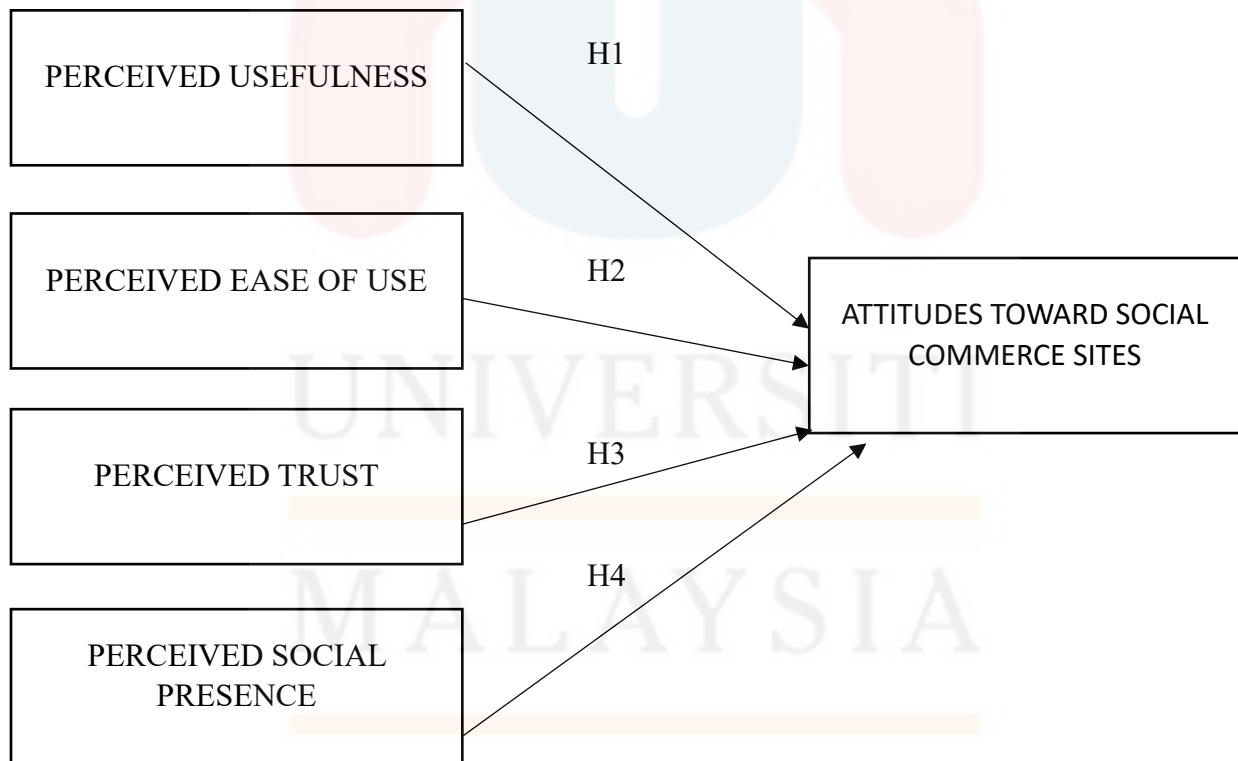
Figure 2.5 Conceptual Framework

2.6 SUMMARY/CONCLUSION

This study aims to examine the factors that influence user attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. Based on the implementation of TAM theory, this study includes studies on perceived usefulness and perceived ease of use. In addition, this study also conducted the perceived trust as well as the perceived social presence. As a result, we can conclude that the perceived usefulness, the perceived ease of use, the perceived trust and perceived social presence have significantly influenced users' attitude towards social commerce sites. Using TAM theory approaches, Social Presence Theory and other important factors, conceptual theory offers both theoretical insights as well as direct guidance in improving consumer attitude towards social commerce sites. We will further discuss the limitations and results in the following study.

Table 2.6: Summary of Hypothesis

IVs	Statements
Perceived Usefulness	H0: There is no relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia *Kelantan*. H1: There is positive relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia *Kelantan*.
Perceived Trust	H0: There is no relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is positive relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan
Perceived Ease of Use	H0: There is no relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is positive relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at

	the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
Perceived Social Presence	H0: There is no relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is positive relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

CHAPTER 3

3.0 RESEARCH METHODS

3.1 INTRODUCTION

Research methodology is the process by which researchers conduct their investigations. It displays how these researchers communicate their objectives, issues, and solutions as well as the conclusions obtained from the information gathered while conducting the research. It is important to conduct research on attitudes toward social commerce sites. Research techniques are discussed in the methodology section. This study will use a survey approach that is practical (online questionnaire). Population, sample size and statistical methods are covered in turn in the next section. A description of the pilot study is in the following section. This section describes the data collection process and discusses the findings of the study. A summary concludes this chapter.

3.2 RESEARCH DESIGN

3.2.1 Quantitative Analysis

An electronic questionnaire created by google form was used in a quantitative research design approach. The aim of this study is to identify the variables that influence the perception of undergraduate students at the Faculty of Entrepreneurship and Business towards social commerce sites. Quantitative research aims to produce knowledge and foster a better understanding of society. Social scientists, especially research in communication, use quantitative research to study phenomena or events that affect people. Researchers can conduct basic to highly complex statistical analyzes that aggregate data (eg, averages, percentages), show relationships between

data, or compare across pooled data using quantitative information gathering. (Coghlan, D., Brydon- Miller, M. 2014).

The sample population will determine the group of people that can be studied using quantitative methods. Quantitative research uses scientific inquiry to look at questions about the sample population using observed or measured data (Allen, M., 2017). The data collected from the questionnaire will help the researcher in identifying the relationship between the perceived ease of use, the perceived trust, perceived usefulness and perceived social presence with attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The researched data was analyzed using Statistical Packages for Social Sciences (SPSS) 26.0. Researchers distributed questionnaires using mass media platforms such as Email, WhatsApp, and Telegram to get useful information on social trading sites. All information received will be interpreted using quantitative methods.

3.2.2 Correlational Research

Correlational study uses statistical data to attempt to quantify the strength of the relationship between two or more variables. Relationships between and among diverse facts are looked for and understood in this style of design. The data from this kind of research will show trends and patterns, but the analysis does not go as far as to identify the reasons behind the patterns that were observed. This type of observational research does not start with a cause-and-effect relationship. Only data, relationships, and variable distributions are considered during analysis.

Only the same form that they take in real- world situations is recognised and evaluated for variables.

3.3 DATA COLLECTION METHODS

Data collection is the main source of information for researchers in any field of study. Secondary data is obtained from various sources such as journals, articles, attitude-related books, and social commerce sites. The best method to collect this data set in this study is the use of quantitative data collection methods. Quantitative data collection provides a link to the evaluation of numerical results. A typical example of a quantitative data collection method is using a survey as a data source that involves asking questions to collect responses that explain opinions, preferences, actions, and trends among other quantifiable elements (Simplilearn, 2022). The popularity of quantitative data collection methods is one of the reasons why this study focuses on determining the factors that influence attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business using questionnaires. Although this concept may seem simple to implement, people have used different approaches to quantitative data collection. The approach includes descriptive, correlational, experimental, and quasi-experimental approaches.

In this study, the researcher decided to use quantitative methods of data collection because they allow the researcher to ask closed questions with a list of possible answer options. The reason for using this is to ask a closed question with a list of possible answer choices. The reason why researchers use this method is that it is easier for respondents since they only have the task of

choosing from a list of answers provided. Investigating the factors that influence attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business is a broad scope of study and requires a large population to do so. Therefore, the use of closed questions allows the researcher to reach a larger population at once. Typing is easy for researchers because they use standardized questions and answers. This method will be used by the researcher to help reach a wider audience and allow him to tailor the questions to respondents on the spot as they are conducted via the internet, phone calls and social media.

3.4 STUDY POPULATION

This study attempts to look at the student body of the University of Malaysia Kelantan's Faculty of Entrepreneurship and Business. One of University Malaysia Kelantan's core faculties is the Faculty of Entrepreneurship and Business, or (FEB) (UMK). FEB was established in 2006 as a result of the university's emphasis on entrepreneurship and business education in its vision and goal statements. The faculty's entrepreneurship and business programmes sought to develop in students not only fundamental knowledge but also entrepreneurial practise, skills, and talent. The faculty is in charge of instructing other university faculties in entrepreneurship. Additionally, we actively promote entrepreneurship through a range of programmes that advance the country and society, particularly the expansion of Small and Medium Enterprises (SMEs).

According to ASSOC. PROF. TS. DR. ZAILANI BIN Abdullah as a DEAN Faculty of Entrepreneurship and Business after thirteen years (13) of existence, FEB has achieved various successes and outstanding accomplishments that we are proud of. The devotion, hard work,

persistent effort, and complete commitment of the faculty management staff, and the pioneer team are the foundations of FEB success today. Every step of the transition has led FEB to higher heights, and we are still taking FEB to many more recognitions and successes in 2020. Carrying on the obligation and accountability of the previous faculty management team necessitates perseverance and drive in ensuring that FEB's Vision, Mission, and culture of excellence may be sustained and acknowledged at a greater level. FEB will continue to be a prominent leader in initiatives that support the empowerment of entrepreneurship-based education, in keeping with the UMK Tagline 'Entrepreneurship Is Our Thrust.' This initiative is supported by the University's top management, allowing FEB to compete and be at the forefront of delivering academic programmes and activities centred on entrepreneurship, business, and accounting that meet the requirements of students, industry, and the community.

The University of Malaysia Kelantan offers six different programmes. Our programme is known as the Bachelor of Entrepreneurship (Commerce) with Honours (SAK). This programme lasts four years and consists of eight semesters. During the pandemic Covid-19, our research was carried out by employing a platform that is an eCommerce site used at UMK and 'Nismo' as an attendance taker. Based on this study, the course SAK is the flagship program of the Faculty of Entrepreneurship and Business that was created to develop entrepreneurship and business knowledge that can benefit students and further contribute to society and the country, especially in activities related to trade entrepreneurship. The SAK course is connected to the SAL and SAB courses. Therefore, the SAK course is focused on entrepreneurship which is preferred by students who want to become entrepreneurs in future. In addition, this course also provides a job when

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getting the degree certificate with a good pointer. Based on this table, there has been enrolment of students active in the University of Malaysia Kelantan.

Every course has the different study even in one faculty. First course, the Bachelor of Accounting with Honours (SAA). The Bachelor of Accounting with Honours programme at UMK is specifically created for students who want to receive an accounting degree recognised by MQA as well as a road to becoming certified accountants accredited by ACCA/MICPA. This is the only programme at Malaysian public institutions that incorporates curriculum from the ACCA and MICPA professional associations into the programme framework to make graduates more employable and relevant. Students will be placed in ACCA/MICPA certified businesses during their one- year apprenticeship programme to get important real-life industry experience. Students are also given entrepreneurial expertise, which allows them to generate new work prospects in the business. Second, the Bachelor of Business Administration (Islamic Banking and Finance) with Honours (SAB). This course because it has its own "niche," the curriculum differs from Financial Business Administration by IPTA and other IPTS.

The learning technique takes a holistic approach, which includes the use of learning methods based on outcomes (outcome-based learning) and challenges, as well as learning ways "in the business" that are anticipated to provide students with real-world experience. Third, the Bachelor of Entrepreneurship with Honour (SAE). The program's goal is to generate more student entrepreneurs with strong entrepreneurial abilities and traits.

The curriculum is implemented through two (2) years of university education, one (1) year of industry engagement, and one (1) year of running one's own firm with capital help. While the Bachelors of Entrepreneurship (Logistic and Distributive Trade) with Honours (SAL) is learning technique employs a holistic approach, which includes the use of learning methods based on outcomes (outcome-based learning) and challenges, as well as learning ways 'in the business,' which are meant to provide students with real-world experience in the field. Lastly, the Bachelors of Entrepreneurship (Retailing) with Honours. This research programme will be able to supply the human capital required in the country's retail business. The Bachelor of Business (Retail) with Honors curriculum will teach students about a different, more particular sector of entrepreneurship. This initiative is aimed to generate new retail entrepreneurs.

UNIVERSITY OF MALAYSIA KELANTAN ENROLMENT STUDENT ACTIVE IN DEGREE SESSION 2022/2023

(Programmes and Semester Studies)

Table 3.4: Enrolment of Student Active in Degree Session 2022/2023

SEM 1	Gender	SAA	SAB	SAE	SAK	SAL	SAR	Total Faculty	Overall
	Male	17	35	8	40	42	27	169	169
	Female	62	145	30	107	115	115	574	574
	Total	79	180	38	147	157	142	743	743
SEM 2	Male				1			1	1
	Female								
	Total				1			1	1

SEM 3	Male	2	39	18	50	60	51	220	220
	Female	16	163	36	139	141	138	633	633
	Total	18	202	54	189	201	189	853	853
SEM 4	Male	3						3	3
	Female	13	2				2	17	17
	Total	16	2				2	20	20
SEM 5	Male	1	34	14	58	59	36	202	202
	Female		166	34	160	154	148	662	662
	Total	1	200	48	218	213	184	864	864
SEM 6	Male						2	2	2
	Female				2		12	14	14
	Total				2		14	16	16
SEM 7	M		39	12	64	78	49	242	242
	F		160	45	161	150	119	635	635
	Total		199	57	225	228	168	877	877
SEM 8	M		2			2	2	6	6
	F		1	1	1	3	2	8	8
	Total		3	1	1	5	4	14	14
SEM 9	Male		11	4	7	5	8	35	35
	Female		10	2	6		7	25	25
	Total		21	6	13	5	15	60	60
SEM 10	Male								
	Female				1		1	2	2
	Total				1		1	2	2
SEM 11	Male				1		1	2	2
	Female				1			1	1
	Total				2		1	3	3
	Total Male		23	160	56	221	246	174	880	880

Total Female	91	647	148	578	563	544	2571	2571
Overall	114	807	204	799	809	718	3451	3451

Based on the table, overall, the total of enrolment students active in University of Malaysia session 2022/2023 is 3451 students in both genders. While the higher of number between the gender is female which 2571 students and male 880 students. After that, the higher of number faculty is SAL, which is 809 students, followed SAB course 807 students, SAK course 700 students. The lowest number in faculty is shown in the SAA course which is 114 students. The data shows that the very higher that enrolment student active is SAL course with 246 students male and 563 female students. Therefore, there are many students that continue study learning based on outcomes (outcome-based learning) and challenges, as well as learning ways 'in the business,' which are meant to provide students with real-world experience in the field.

3.5   SAMPLE SIZE

The size of the study sample population is sufficient to provide an accurate picture of the entire population. The term "subject" refers to a segment of the entire population that has been specifically selected for the study. Research on each member of the population cannot be conducted consistently if the study is conducted by the public considering the number of people is too large. The sample was taken from among 3451 students currently enrolled in the Faculty of Entrepreneurship and Administration at University of Malaysia Kelantan. According to (Krejcie and Morgan, 1970), the number of students in the sample was around 341 people.

Table 3.5: Determining Sample Size from a Given Population

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size   Source: Krejcie & Morgan, 1970

3.6 SAMPLING TECHNIQUES

The sampling method that we are using is the non-probability sampling method. Non-probability sampling, also known as convenience sampling, is utilised to select the respondents. The sample will be distributed at random to the 341 respondents, which include the Faculty of Entrepreneurship and Business undergraduate students.

Convenience sampling is a sampling method in which representatives are selected based on ease of access and ability to reach the respondent by randomly distributing questionnaires. In these studies, the simple random sampling represented the respondent. The way to conduct is we will send google form through media social and person that have interest may answer questionnaire of this study. This sampling technique works around a large population because every person of the population will have a fair chance of being selected.

A questionnaire was employed as the data collection tool for this research. In order to gather the data that was necessary for the investigation, certain instruments from earlier studies were modified. The questionnaire is divided into three sections, labelled respectively as Part A, Part B, and Part C. Questions in this section pertain to the respondents' demographic information and are found in Part A. Part B is a measuring item related to attitude elements that consumers encounter, specifically perceived trust, perceived ease of use, perceived usefulness, and perceived social presence. Part B is also a measurement item relating to time perceived. While Part C focuses on the measurement items that can be used to determine customer attitudes when it comes towards social commerce sites.

The data collection for this study is carried out using both primary data and secondary data, both of which contain extensive descriptions of the methodologies that were applied. The primary approach consists of a questionnaire that will be given out to the study respondents, all of whom are students at UMK. In the meanwhile, secondary data makes use of scholarly journals, which can be accessed online by following the links provided on the websites of Google Scholar, ScienceDirect, Taylor & Francis Online, Emerald Insight, and the UMK journal portal. All of the students who responded "yes" to this question while the questionnaire was being distributed were taken into consideration to have given their consent to take part in the research project, as well as their consent to the researcher using the results of the questionnaire for the research project.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

3.7.1 Questionnaire Survey

College students were chosen for this study because people in their 20s are the consumers most likely to use social commerce websites (Trendmonitor 2015). The Trendmonitor poll found that 62.8% of respondents in their 20s have used social commerce sites to make purchases, followed by 60% of respondents in their 30s, 53.6% of respondents in their 40s, and 38.4% of respondents in their 50s. Despite being viewed as a convenience sample in research, college students were chosen for this study due to their extensive usage of social commerce websites and their independence when it came to making purchases (Um, 2018). We consequently made the decision to choose FKP students as the focus of our survey for this study.

3.7.2 Questionnaire Design

Testing hypotheses is the foundation of this empirical study. To justify the relationship between exogenous and endogenous variables, predictions are based on prior research and made with reference to the literature. From data collected using quantitative analysis inferences will be drawn. In any case, this study consisted of a self-disclosing questionnaire in which respondents were neither guided nor isolated while responding to the questions. To study the proposed hypothesis, we have conducted an online survey using the online web-based tool Google Form. Firstly, the form will open with inform- consent notice as the participant will be asked if they want to participate, they have to click the button "proceed". Secondly, the participants will be asked to provide their demographic information such as age, race as well as social media usage. Lastly, the participant will answer several questions measuring perceived ease of use, perceived usefulness, perceived trust as well as perceived social presence. Then, after finishing all the questions, they can click the "complete" button to finish the questionnaire.

According to Davis, 1989, the questionnaire method is a commonly employed research technique in sociological research, empowering a variety of data in the design path for structural study. This questionnaire is designed to access the factors influencing attitudes toward social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business. The survey is, however, a self-reporting questionnaire in which respondents are unguided and unaccompanied while answering the questions. Each of the six sections of the questionnaire contains clear and fundamental instruction. These questions utilized a five-point Likert scale, ranging from strongly disagree to strongly agree.

Section A: Respondent Profile.

This section collects information about the respondents' profile such as age, gender, race, course, semester, and frequency of social commerce use.

Section B: Perceived Usefulness

This study aims to determine the respondents' feelings about the extent of usefulness of social commerce sites.

Section C: Perceived Ease of Use

This study aims to determine how respondents feel about the convenience of social commerce sites.

Section D: Perceived Trust

This study aims to determine how respondents feel about their trust in social commerce sites.

Section E: Perceived Social presence

This study aims to determine the respondents' feelings about the social presence of social commerce sites.

Section F: Attitude towards social commerce sites.

This section describes aspects related to a respondent's attitudes when using this social commerce site.

3.8 MEASUREMENT OF THE VARIABLES

To measure the factors, approved sets of instruments that are employed as markers or items are used. The independent variables in this study survey are perceived usefulness, perceived trust, perceived ease of use, and perceived social presence. The independent variables in this survey are attitude towards social commerce sites. As shown in Table, the study measured using a 5-point Likert scale ranging from very strongly disagree to agree very strongly to assess the following:

Table 3.8: Measurement of Variables

Variables	Author
Perceived Usefulness	Um Nam-Hyun
	Cho Eunjoo & Son Jihyeong
	Arli Denni
Perceived Trust	Venkatesh, V., & Davis, F. D.
Perceived Ease of Use	Cho, E., & Son, J.
	Venkatesh, V., & Davis, F. D.
Perceived Social Presence	Jia Shen
	Satyabhusan Dash K. B. Saji

3.8.1 Operationalization of Variables

In this study, an ordinal scale is used, along with a Likert scale in the survey. This is due to the abstract concept of factors that cannot be accurately measured. The scale consists of a fixed decision question design that addresses unique mentality, trust, assessment and feeling in factor estimation. Respondents must demonstrate their level of understanding, fulfilment, or different reactions to the assertions in the survey, which range from the most minor to the most significant. These sections contain a variety of questions, including multiple choice with only one answer, multiple choice with only multiple answers, ranking and matrix choices with five Likert scales. From section 'B' to section 'E', respondents will be asked to tick only one of the five alternatives' scores to indicate their level of agreement with each statement. The statement will be scored on a five-point Likert scale.

3.8.2 Measurement Scale

3.8.2.1 Numeric Scale

A nominal variable is a classified variable whose values cannot be rated. This scale is frequently used to assess qualitative factors. It will help researchers' categories and group subjects. Our questions are nominal scales for Age (18 to 21, 22 to 25 and 26 and above), gender (male or female), race (Malays, Chinese, India, and Others), field of study (SAA, SAB, SAE, SAK, SAL, SAR), year, social commerce sites usage frequently and time spent for buying on social media. All these questions will be grouped to create a demographic profile for each targeted respondent.

Nominal scale will used for section A:

1. Gender/ Jantina

	Male/ Lelaki
	Female/ Perempuan

3.8.2.2 Likert Scale

A Likert scale is one that asks respondents to identify a specified item for measuring the concept. On a five-point scale, the responses will be divided into six categories: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree.

Section B will be used 5-point Likert Scale:

Strongly Disagree/ Sangat Tidak Setuju	Disagree/ Tidak Setuju	Neutral/ Neutral	Agree/ Setuju	Strongly Agree/ Sangat Setuju
1	2	3	4	5

The variable's values can be sorted using the interval scale, and the disparities between them reflect the distances between them. Intervals are made up of points on a continuum that are equidistant from one another. This scale was built on numerical characteristics. The number of responses on a Likert scale ranging from 1 to 5 represent attitude toward social commerce sites. On this scale, there is no 0 point. It meaningfully categories and ranks orders categories to represent

differences. The mean, mode, median, and standard deviation were used to calculate the central tendency in this study.

3.8.2.3 Scale of Ratios

The ratio of values, if defined as a variable with a true zero point, is the difference between the values and the distances between them. As a result, even zeros will have significance. In Section A of the surveys, researchers used a ratio scale to determine respondent's age, gender, race, field of study, semester, and social commerce sites usage frequently.

3.9 PROCEDURE FOR DATA ANALYSIS

3.9.1   Data analysis using SPSS.

SPSS (Statistical Package for the Social Sciences) will be used to generate and analyse the data (SPSS). The data analysis will be divided into two steps. Before employing descriptive statistics techniques to evaluate the data, the first phase of the analysis involves conducting a descriptive statistical analysis to explore the data. For each response, mean, value, average scores, and comparative scores with each of the scales will be calculated. These facts will serve as the foundation for the following research. Overall means, standard deviation, and skewness among data (person involves scores) will be computed for each factor as well as accurate system operations. The data will then be converted. Cronbach alphas will be used to determine the validity of the content.

3.9.2 Descriptive Statistics

In the second step, several statistical approaches are used to evaluate the study questions. Descriptive statistics are used to evaluate the contributions of each of the determinants of security on social commerce sites usage attitude to the variation and to manage some variables while statistically evaluating the others. Throughout this study, descriptive statistics are used to examine demographic data collected from the survey, such as age, gender, race, course, semester, and social commerce sites usage frequently all of which are verified by descriptive statistical analysis.

3.9.3 Reliability Analysis

In this study, reliability analysis is used to determine the acceptability and validity of the questionnaires. As a result, the survey questionnaire will be distributed to selected Faculty of Entrepreneurship and Business undergraduate students at University Malaysia of Kelantan who use social commerce sites in their daily basis. Cronbach Alpha is one of the reliability tests performed by SPSS. In the reliability analysis, there are two types of alpha versions: normal and standard.

Table 3.9.3: Table of Cronbach's Alpha

Cronbach's Alpha	Internal consistency
α ≥ 0.9	Excellent
0.9 > α ≥ 0.8	Good
0.8 > α ≥ 0.7	Acceptable
0.7 > α ≥ 0.6	Questionable
0.6 > α ≥ 0.5	Poor
0.5 > α	Unacceptable

Sources: Adopted from Social Science Statistics Stangroom, 2016.

3.9.4 Pearson's Correlation Coefficient Analysis

According to (Mukesh et al., 2013), Pearson Correlation is to measure the degree to which there is a linear association between two variables (measured in either interval and/ or ratio). Finding the link between independent and dependent variables, as well as deciding which hypothesis to accept or reject, are the goals of this study. The range between -1 and 1 is the one that is most frequently used to determine the degree of the coefficient's link. If there is a positive association between the variables, the coefficient will be 1, and if there is a negative relationship, the coefficient will be -1. Correlation analysis's most important considerations will be the relationship's strength and direction.

Table 3.9.4: Pearson Correlation Indicator Table

Pearson R Indication	Indication
0.80-1.00	High Correlation
0.60-0.79	Moderately High Correlation
0.40-0.59	Moderately Correlation
0.20-0.39	Low Correlation
0.10-0.19	Very Low Correlation

3.9.5   Correlation Analysis

There are four independent variables in this study. Perceived usefulness, perceived trust, perceived ease of use and perceived social presence are the variables. The purpose of correlation analysis is to determine how independent variables interact with dependent variables that attitude toward social commerce sites.

3.9.6   Pilot Test Analysis

The pilot study is an important step in the research process. They can help in identifying design issues and evaluating the feasibility, practicability, resources, time, and cost of a project before the main study is started. Early data from pilot studies can give researchers a greater understanding of the potential outcomes of their planned research. By doing a pilot study, researchers will become more accustomed to the data gathering methods they will employ and will be better prepared to address any issues that may arise in the larger study.

.3.9.7 Normality Test Analysis

To ascertain whether sample data were taken from a community with a regularly distributed population, a normality test is utilised (within some tolerance). For the one- way and two-way ANOVA as well as the student's t-test, which are statistical tests, a regularly distributed sample population is necessary. The output of a traditional Q-Q Plot can be used to produce visual representations of normalcy. The data points will be close to the diagonal line if the data are evenly distributed. The data are not normally distributed if the data points visibly deviate from the line in a non-linear manner.

3.10 SUMMARY/CONCLUSION

As a result, this study was done among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan to establish the amount of consumer knowledge of social commerce sites and the factors that influence attitude towards social commerce. The researcher created a questionnaire to collect data and analysed it with the Statistical Package for Social Science (SPSS). Descriptive analysis, reliability analysis and correlation test were used to analyse the data. It shows that the dependent variable is influenced by the independent variable. The findings from the analysis of the social commerce sites, it is very important to conduct this study so that it can be extended to the importance of continuous attitude towards social commerce sites for all people.

CHAPTER 4

4.0   DATA ANALYSIS AND FINDINGS

4.1   INTRODUCTION

The data analysis is discussed in this chapter's nine sections. There are multiple major sections in this chapter. An introduction is given in the first section, and assessments of straight layers, missing data, and data filtering methods are shown in the second and third sections. The information about respondents is presented in the parts that follow, along with features for respondent data analysis. Section six presents the findings of the measurement model applying construct validity and reliability. The spearman analysis and data normality are discussed in section seven. Section eight reports the findings of the structural model used to evaluate the hypotheses created in chapter two. The last section concludes with a summary of the chapter.

4.1.1   Pilot Testing

Internal consistency and Cronbach's alpha are used in reliability testing. Cronbach's alpha coefficient values between 0.6 and 0.8 are regarded as moderate and acceptable by (Ming et al., 2020). Since the value of Cronbach's Alpha is highly dependent on the number of items, a lower value is acceptable if the indicator variable only has two or three items. The validity of the variables was assessed in this study using the reliability test from a pilot test that the researcher conducted with 30 participants.

Table 4.1.1 Scale of Cronbach's Alpha

	Internal Consistency
A ≥ 0.9	Excellent
0.9 > A ≥ 0.8	Good
0.8 > A ≥ 0.7	Acceptable
0.7 > A ≥ 0.6	Questionable
0.6 > A ≥ 0.	Poor
0.5 > A	Unacceptable

Sources: Soon et al., (2020)

4.1.2 Reliability Test for Pilot Test

Table 4.1.2 Result of Cronbach Alpha for Pilot Test

Reliability Coefficient of Study Instruments

Study Instruments	Number Of Items	Cronbach Alpha
Perceived Useful	6	.863
Perceived Ease of Use	6	.795
Perceived Trust	6	.916
Perceived Social Presence	6	.878
Attitude towards social commerce sites	6	.876

A pilot test was conducted to evaluate the reliability of the data using Cronbach's alpha. The variable obtained Cronbach's alpha value exceeds 0.7 and is between 0.795 to 0.916. This suggests in this study that the pilot test's assessments of all variables were accurate. The researcher then administers the questionnaire in the field for the actual study after adopting Cronbach's alpha value.
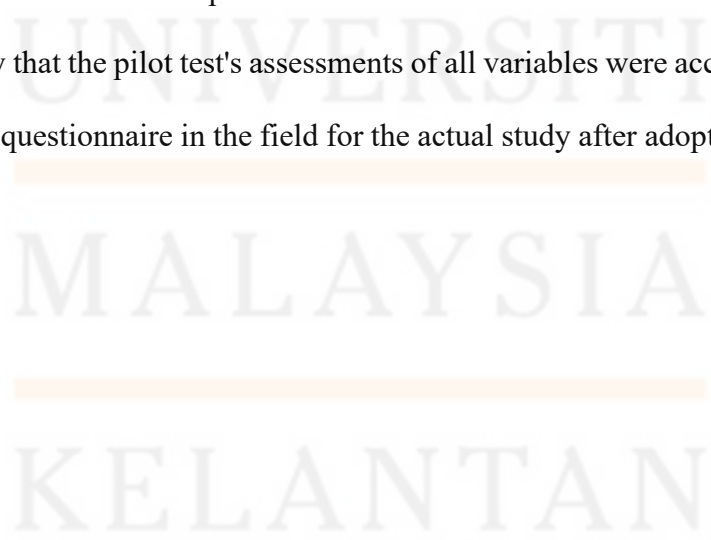
4.2 PRELIMINARY ANALYSIS

4.2.1   Data Screening

Data entry accuracy and missing values were checked using SPSS version 26. But among our responders, neither partial nor straight-line data exist, therefore all data can be used. All respondents meet our responder requirements, which require that they be at least 18 years old. There were 341 real responders who were available for study.

4.2.2   Missing Data

Missing data is a prevalent issue because survey methods were rarely used in research initiatives. Missing data occurs when a respondent, whether on purpose or accidentally, does not complete a questionnaire or answer one or more items. There weren't many missing subjects for any study variable. As a result, the analysis used all of the components. However, as stated in section 4.3.3, all 341 questionnaires were maintained in the liner terminology for the future round of screening.

4.2.3   Straight Lining

The uncertain response pattern is an additional method of data filtering. This enhancement makes it possible to appropriately assess forms for troublesome design elements like straight lines. A straight-line design occurs when participants choose the same response to a group question. We came to the conclusion that all 341 surveys were reliable and free of errors. Specific replies on a

5-point Likert scale are connected to each subject. each subject. Finally, 341 questionnaires were correctly categorized and assessed.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

The demographic profile of the respondent is discussed in section a. 341 respondents in total make up the sample. The following tables provide a summary of the information collected for this phase of the investigation, which includes data on respondents' age, gender, race/ ethnicity, course, year, social commerce sites usage frequently and time spent for buying on social media.

4.3.1 AGE

Table 4.3.1 Respondent Age

Age

	Information	Frequency	Percent (%)
Valid	18 to 21/ 18 hingga 21	46	13.5
	22 to 25/ 22 hingga 25	204	59.8
	26 and above/ 26 dan keatas)	91	26.7
	Total	**341**	**100.0**
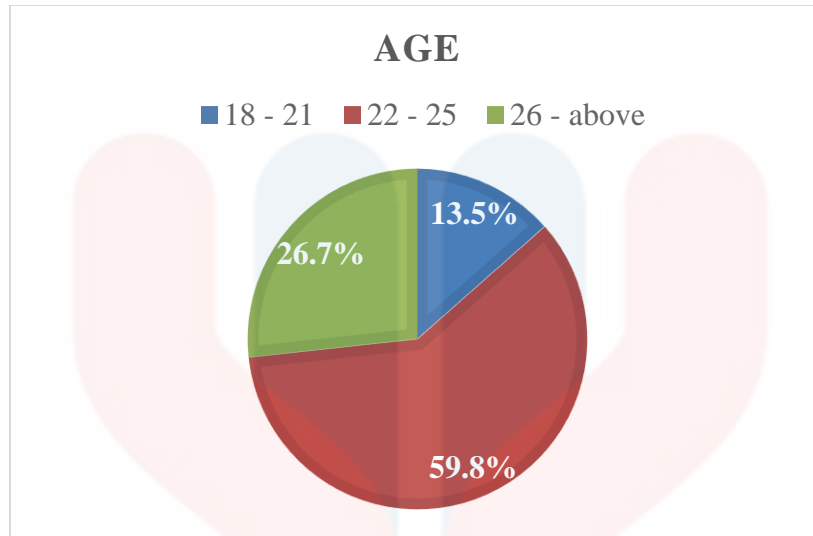
Figure 4.3.1 Pie Chart of Age

Figure 4.3.1 showed the pie chart of the age of respondents. The gender age range between 18 to 21 years old was 46 respondents (13.5%), followed by between 22 to 25 years old was 204 respondents (59.8%), and more than 26 years old was 91 respondents (26.7%). The total number of frequency respondents by gender out 341 respondents who were responding to this questionnaire.

4.3.2 GENDER

Table 4.3.2 Respondent Gender

Gender

	Information	Frequency	Percent
Valid	Female/ Perempuan	178	52.2
	Male/ Lelaki	163	47.8
	Total	**341**	**100.0**
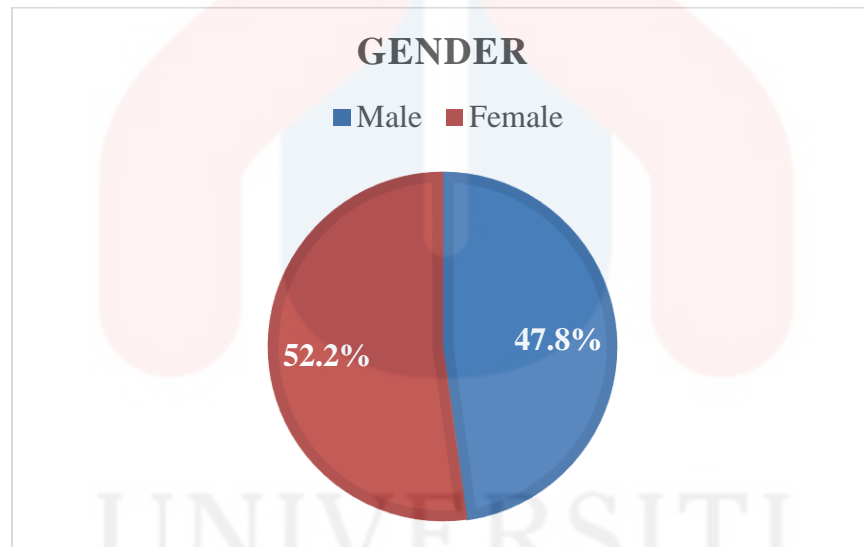
Figure 4.3.2 Pie Chart of Gender

Figure 4.3.2 showed the pie chart of gender of respondents. The total number of frequency respondents by gender out of 341 respondents who were responding to this questionnaire. More than half of the respondents were females which are 178 respondents (52.2%) and the remaining 163 respondents (47.8%) were males.

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4.3.3 RACE/ ETHNICITY

Table 4.3.3 Respondent Race/ Ethnicity

Race/Ethnicity

	Information	Frequency	Percent (%)
Valid	Chinese/ Cina	72	21.1
	Indian/India	58	17.0
	Malay/ Melayu	135	39.6
	Other/ Lain-Lain	76	22.3
	Total	**341**	**100.0**
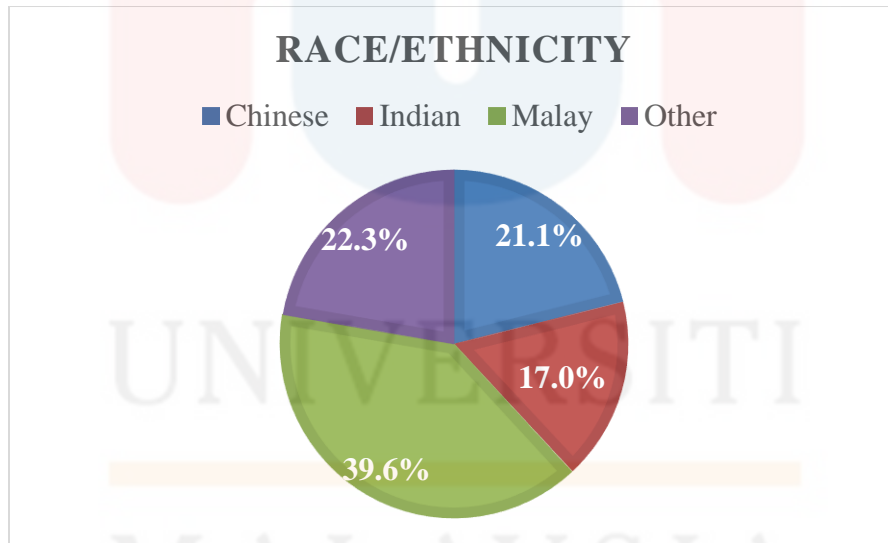
Figure 4.3.3 Pie Chart of Race/ Ethnicity

Figure 4.3.3 showed the pie chart of the race/ethnicity of respondents. The total number of frequency respondent by race out of 341 respondents who were responding to this questionnaire. There are 72 respondents (21.1%) of Chinese, followed by Indian 58 respondents (17.0%), Malay 135 respondents (39.6%) and the others race 76 respondents (22.3%).

4.3.4 COURSE

Table 4.3.4 Respondent Course

Course

	Information	Frequency	Percent (%)
Valid	SAA- Bachelor of Accounting with Honours/ SAA- Ijazah Sarjana Muda Perakaunan dengan Kepujian.	57	16.7
	SAB- Bachelor of Business Administration (Islamic Banking and Finance) With Honours/ SAB- Ijazah Sarjana Muda Pentadbiran Perniagaan (Perbankan dan Kewangan Islam) dengan Kepujian.	69	20.2
	SAE- Bachelor of Entrepreneurship with Honours/ SAE- Ijazah Sarjana Muda Keusahawanan dengan Kepujian.	49	14.4
	SAK- Bachelor of Entrepreneurship (Commerce) with Honours/ SAK- Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian.	51	15.0

SAL- Bachelor of Entrepreneurship (Logistic and Distributive Trade) with Honours/ SAL- Ijazah Sarjana Muda Keusahawanan (Logistik dan Perniagaan Pengedaran) dengan Kepujian.	54	15.8
SAR- Bachelor of Entrepreneurship (Retailing) with Honours/ SAR- Ijazah Sarjana Muda Keusahawanan (Peruncitan) dengan Kepujian.	61	17.9
Total	**341**	**100.0**
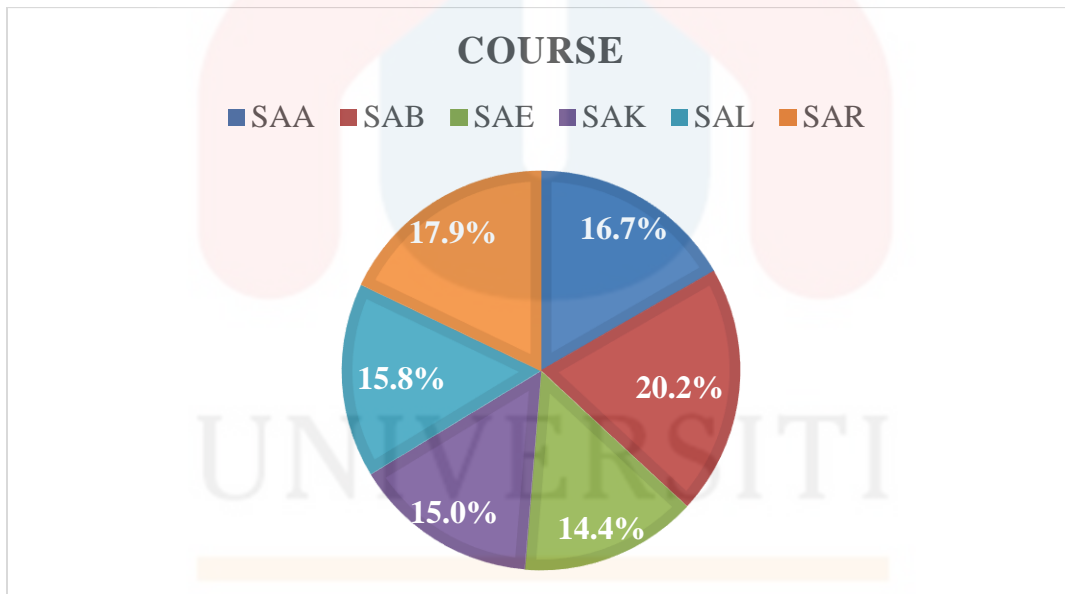
Figure 4.3.4 Pie Chart of Course

Figure 4.3.4 shows the pie chart of the course of respondents to the questionnaire in terms of the courses of study at the Faculty of Entrepreneurship and Business at UMK City Campus. Courses of the respondents were as follows available at this university which are Accounting (SAA), Islamic Banking and Finance (SAB), Entrepreneurship (SAE), Commerce (SAK), Logistic and Distributive Trade (SAL), and Retailing (SAR). The result demonstrates that the highest respondents was from SAB (20.2%), followed by students from SAR (17.9%). Next, SAA (16.7%) and SAL (15.8%). The remainder were students from SAK (15.0%) and SAE (14.4%).

4.3.5 YEAR

Table 4.3.5 Respondent Year

Year

Information		Frequency	Percent (%)
Valid	1	63	18.5
	2	74	21.7
	3	89	26.1
	4	115	33.7
Total		**341**	**100.0**
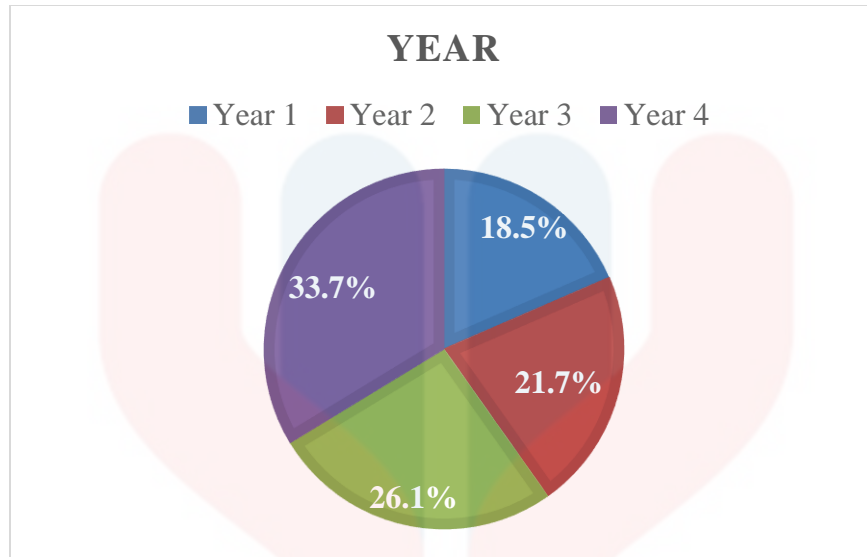
Figure 4.3.5 Pie Chart of Year

Figure 4.3.5 showed the pie chart of the study year of respondents. The significant percentage of this research is from fourth year students with 115 respondents (33.7%), while the minor 63 respondents (18.5) are from first year students. Lastly, the moderate percentage of a year respondents are from third year students with 89 respondents (26.1%) and 74 respondents (21.7%) are from second year students.

4.3.6 THE FREQUENCY OF BUYING ON SOCIAL MEDIA

Table 4.3.6 The Frequency of Buying on Social Media

The frequency of buying on social media

	Information	Frequency	Percent (%)
Valid	Everyday/ Setiap hari	29	8.5
	Several times a month/ Beberapa kali sebulan	150	44.0
	Several times a week/ Beberapa kali seminggu	114	33.4
	Several times a year/ Beberapa kali setahun	48	14.1
	Total	**341**	**100.0**
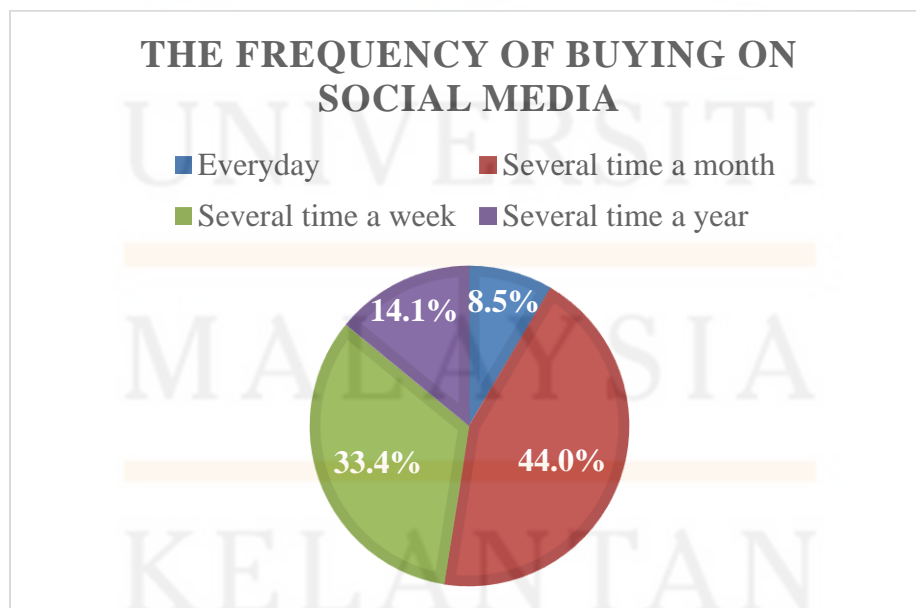
Figure 4.3.6 Pie Chart of the Frequency of Buying on Media Social

Table 4.3.6 and Figure 4.3.6 show that the majority of the respondents buying on social media several times a month was 150 respondents (44.0%) while the minority 29 respondents (8.5%) was for everyday buying on social media. The remainder percentage of buying on social media several times a week was 114 respondents (33.4%), followed by 48 respondents (14.1%) was from several times a year.

4.3.7 TIME SPENT FOR BUYING ON SOCIAL MEDIA

Table 4.3.7 Time Spent for Buying on Social Media

Time spent for buying on social media

	Information	Frequency	Percent (%)
Valid	1-2 Hours/ 1-2 Jam	137	40.2
	3-5 Hours/ 3-5 Jam	126	37.0
	6-7 Hours/ 6-7 Jam	57	16.7
	More than 7 hours/	21	6.2
	Total	**341**	**100.0**
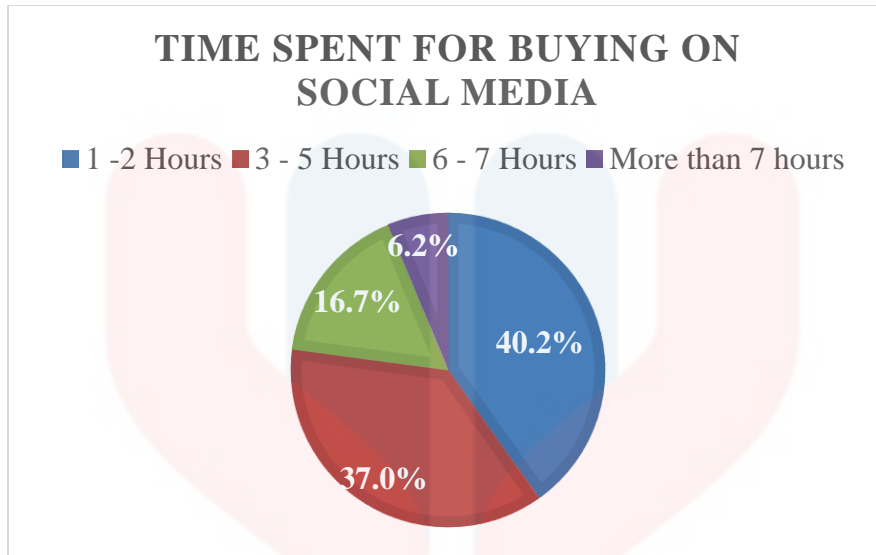
Figure 4.3.7 Pie Chart of Time Spent for Buying on Social Media

Table 4.3.7 and Figure 4.3.7 show that the majority of the respondents that spent time for buying on social media at one to two hours was 137 respondents (40.2%), while the minority was from more than seven hours which was only 21 respondents (6.2%). Lastly, the moderate percentage of the respondents that spent time buying on social media was from three to five hours with 126 respondents (37.0%), followed by 57 respondents (16.7) was from six to seven hours.

In order to fully explain the interrelation of the variables, which illustrate how respondents responded to the questionnaire, the mean and standard deviation for each variable was calculated in this section. The descriptive analysis was therefore used to pinpoint the main aspect of the data set from the respondents' perspective on all aspects of perceived usefulness, perceived ease of use, perceived trust, perceived social presence as well as attitudes towards social commerce sites.

4.4 DESCRIPTIVE ANALYSIS

4.4.1   Perceived Usefulness

4.4.1 Table Perceived Usefulness

Item Statistics Perceived Usefulness.

Information	Mean	Std. Deviation	N
Using social media is useful	4.4604	.62946	341
I evaluate social commerce as useful.	4.4457	.67355	341
I evaluate social commerce services as practical	4.4106	.64744	341
I evaluate social commerce as functional	4.5015	.61177	341
Social commerce sites enable me to search and buy products/ service faster	4.4194	.64860	341
Social commerce sites improve my performance in product/ service searching and buying.	4.4487	.63327	341

In table 4.4.1, perceived usefulness was analyzed descriptively, and the data collected from the questionnaire has been shown. The mean and standard deviation is ranked between 4.4194 to 4.4604 and .61177 to .67355. So, the students of Universiti Malaysia Kelantan (UMK) who is the respondents for this study, find the social commerce site a very useful, practical and functional. It can be concluded that social commerce sites offer several functions that allow the user to browse through products and services easily which positively influenced the respondent to perceive social commerce sites as useful.

4.4.2 Perceived Ease of Use

Table 4.4.2: Perceived Ease of Use

Item Statistics Perceived Ease of Use

Information	Mean	Std. Deviation	N
Learning to use a social commerce site would be easy for me.	4.4370	.63221	341
My interaction with a social commerce site is clear and understandable.	4.3930	.66276	341
It would be easy for me to become skillful at using the social commerce sites	4.4252	.62153	341
I find the social commerce sites easy to use.	4.4692	.60129	341
Social commerce sites allow me to shop the way I want to.	4.4575	.62927	341
It is very flexible for me to use social commerce sites.	4.4575	.64770	341

Table 4.4.2 provides an analysis of perceived ease of use in a descriptive manner. According to the questionnaire that has been recently collected, the mean value and standard for this variable fell between 4.3930 to 4.4692 and .60129 to .66276 respectively. Therefore, perceived ease of use refers to the degree to which the respondent perceives that social commerce site to be

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simple and understandable, free of mental obstacles and easier to learn as the social commerce site such as Instagram, Tiktok and others are popular and widely use among the students of UMK.

4.4.3   Perceived Trust

Table 4.4.3: Perceived Trust

Item Statistics Perceived Trust

Information	Mean	Std. Deviation	N
I trust that social commerce sites are safe.	4.2845	.74638	341
I trust that social commerce sites have reliable features	4.3314	.71033	341
I trust any social commerce sites apps.	4.2669	.76834	341
I trust transactions done by social commerce sites	4.3284	.74993	341
I trust that using social commerce sites can secure client information	4.3402	.72465	341
I trust social commerce sites can keep me and my customer personal information safe	4.3196	.73596	341

In Table 4.4.3, perceived trust has been analyzed descriptively. For this variable, based on the respondent responses, the mean and standard deviation was recorded from 4.2669 to 4.3402 and .71033 to .76834 respectively. So, we can conclude that the students of Universiti Malaysia Kelantan (UMK) who is the respondents for this study, find that social commerce site provide a

secure and safe environment for them to browse and shopping there. The respondent believes that their personal information is protected and finds that social commerce sites reliable platforms. Thus, from the data collected for perceived trust variable, it can be reflected how much social commerce sites are secure, safe, dependable and have solid security for customer data protection.

4.4.4   Perceived Social Presence

Table 4.4.4: Perceived Social Presence

Item Statistics Perceived Social Presence

Information	Mean	Std. Deviation	N
There is a sense of human contact on these social commerce sites.	4.3490	.71840	341
There is a sense of sociability on these social commerce sites.	4.3284	.73006	341
There is a sense of human warmth on these social commerce sites.	4.3343	.72738	341
I am very comfortable utilizing social commerce sites.	4.4721	.63936	341
There is always a feeling of belongingness whenever I do interact through social commerce sites.	4.3343	.73141	341
There is always a sense of friendliness whenever I do interact through social commerce sites.	4.3959	.70200	341

Based on Table 4.4.4, the variable of perceived social presence has been analyzed in the descriptive manner. It was recorded that the mean and standard deviation for this variable ranges from 4.3284 to 4.4721 and .70200 to .73141 respectively. So, it can be shown that the majority of the respondents found that there is a sense of sociability on these social commerce sites. Therefore, the respondents always got a feeling of belonging and friendliness whenever they have interaction through social commerce sites. As a conclusion, we can conclude that the social commerce site has high interactive function and allow the user to be more comfortable while using the platform.

4.4.5 Attitude Towards Social Commerce Sites

Table 4.4.5: Attitude Towards Social Commerce Sites

Item Statistics Attitude towards social commerce sites

Information	Mean	Std. Deviation	N
I intend to continuously use social commerce sites in the future.	4.3930	.67594	341
I predict continuously using social commerce sites.	4.4252	.66276	341
I plan to continuously recommend using social commerce sites to others.	4.4106	.66977	341
If I have access to social commerce sites, I want to use them as much as possible.	4.4428	.63277	341

I would have positive feelings towards using social commerce.	4.4106	.66977	341
It would be a good idea to make use of social commerce sites.	4.4164	.61565	341

The attitude towards social commerce sites is the dependent variable for this study and it has been analyzed descriptively as shown in Table 4.4.5. So, the mean and standard deviation that has been calculated from data collected ranged from 4.3930 to 4.4252 and .61565 to .67594 respectively. Furthermore, it can be defined that social commerce sites have many benefits and advantages which is one of the main factors that positively influence attitudes towards social commerce sites. We can conclude that the students intend to use social commerce continuously in the future as well and the social commerce sites will be the main platform for consumers.

4.5 VALIDITY AND RELIABILITY TEST

The more trustworthy a set of scales or scale items, the more confident we may be that the result of the researcher's test is nearly identical to the result of a subsequent test. The issue of whether each scale is measuring a single concept is brought up by reliability. It is a statistic used in testing to ascertain whether a collection of scale elements is internally consistent. A reliability test on construct assessment methods aims to ensure the consistency of the tools used to measure the concepts. Contrarily, validity testing examines how accurately the instruments chosen to measure the topic under evaluation.

Using a questionnaire that had already been completed and published in the journal by previous researcher, the content validity was evaluated. To strengthen the validity of the text, a thorough literature search was also conducted. The observations made received corrections and remarks. Using Cronbach's Alpha, the dependability of the instrument was assessed. The internal consistency dependability of a measurement model is excellent when the Cronbach's Alpha value for each construct reaches 0.7; however, values of 0.8 or 0.9 are optimal in subsequent phases.

Table 4.5 Validity and Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.970	.971	30

According to Table 4.5, the dependability of all variables is 0.971, which represents the Cronbach's alpha coefficient. As a consequence, the questionnaire is trustworthy and acceptable for use in the study.

Table 4.5.1: Result of the Reliability Analysis on Constructs

Study Instruments	Number of Items	Cronbach's Alpha
Perceived Useful	6	0.877

Perceived Ease of Use	6	0.888
Perceived Trust	6	0.923
Perceived Social Presence	6	0.903

All current study variables have an accurate Cronbach Alpha estimate of more than 0.7, according to Table 4.5.1. The elements in the table above contain 30 items that were evaluated using a reliability test. As an outcome, the coefficient alpha for attitude toward social commerce sites, which is a necessary variable across six questions, is 0.903. The significant coefficient alpha of perceived useful is 0.877. Perceived ease of use is 0.888. Aside from that, the alpha for the perceived trust is 0.923. Perceived social Presence, the last component, with an alpha of 0.910. Overall, the test scores range from 0.877 to 0.923, which are considered high reliability and an optimistic sign for the study.

4.6   NORMALITY TEST

The normality tests aid in the graphical evaluation of normality. The Kolmogorov- Smirnov normality test is based on the greatest severe difference between actual appropriation and expected cumulative-normal dispersion (Ghasemi & Zahediasl, 2012). This test has been shown to be less outstanding than other exams in general. It is included because of its historical significance. The Shapiro-Wilk W test is typically the most notable. When a frequency variable is specified, the test is not conducted.

Other than that, standardization metrics are used in statistics to check if a data collection is modelled for normal distribution. Certain statistical operations need a distribution to be predicted or performed on a daily basis. Normality tests are significant for at least two components. Non-Gaussian distributions are usually characterized by non-linearity and interacting physical systems. Analyzing the distribution of the selected variables may also aid in better understanding the processes' initiation mechanism.

As a result, Kolmogorov-Smirnov and Shapiro-Wilk tests were employed to determine the outcome. The plot and skewness tests were used to determine normality. In our study, significant values less than 0.05 were considered abnormal, whilst values more than 0.05 were considered normal. The results where the data is not normal, as shown in Table 4.6.1 since the significance value is less than 0.05 and the skewness value is less than -1.

4.6.1 Test of Normality

Table 4.6.1 Tests of Normality

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_PU	.180	341	.000	.888	341	.000
MEAN_PEOU	.182	341	.000	.879	341	.000
MEAN_PT	.149	341	.000	.887	341	.000
MEAN_PSP	.157	341	.000	.878	341	.000
MEAN_SCS	.178	341	.000	.882	341	.000

Table 4.6.2 Descriptive

Descriptive

	Information		Statistic	Std. Error
MEAN_PU	Mean		4.4477	.02732
	95% Confidence Interval for Mean	Lower Bound	4.3940	
		Upper Bound	4.5014	
	5% Trimmed Mean		4.4805	
	Median		4.5000	
	Variance		.255	
	Std. Deviation		.50451	
	Minimum		3.00	
	Maximum		5.00	
	Range		2.00	
	Interquartile Range		1.00	

	Skewness		-.541	.132
	Kurtosis		-.498	.263
MEAN_PEOU	Mean		4.4399	.02743
	95% Confidence Interval for Mean	Lower Bound	4.3859	
		Upper Bound	4.4938	
	5% Trimmed Mean		4.4745	
	Median		4.5000	
	Variance		.257	
	Std. Deviation		.50654	
	Minimum		3.00	
	Maximum		5.00	
	Range		2.00	
	Interquartile Range		1.00	
	Skewness		-.528	.132
	Kurtosis		-.320	.263
MEAN_PT	Mean		4.3118	.03406
	95% Confidence Interval for Mean	Lower Bound	4.2448	
		Upper Bound	4.3788	
	5% Trimmed Mean		4.3595	
	Median		4.3333	
	Variance		.396	
	Std. Deviation		.62898	
	Minimum		1.67	
	Maximum		5.00	
	Range		3.33	
	Interquartile Range		1.00	
	Skewness		-.936	.132

	Kurtosis		1.057	.263
MEAN_PSP	Mean		4.3690	.03188
	95% Confidence Interval for Mean	Lower Bound	4.3063	
		Upper Bound	4.4317	
	5% Trimmed Mean		4.4214	
	Median		4.5000	
	Variance		.347	
	Std. Deviation		.58866	
	Minimum		1.83	
	Maximum		5.00	
	Range		3.17	
	Interquartile Range		1.00	
	Skewness		-.974	.132
	Kurtosis		1.273	.263
MEAN_SCS	Mean		4.4164	.02908
	95% Confidence Interval for Mean	Lower Bound	4.3592	
		Upper Bound	4.4736	
	5% Trimmed Mean		4.4550	
	Median		4.5000	
	Variance		.288	
	Std. Deviation		.53697	
	Minimum		2.50	
	Maximum		5.00	
	Range		2.50	
	Interquartile Range		1.00	
	Skewness		-.643	.132
	Kurtosis		.010	.263

4.7 HYPOTHESES TESTING

4.7.1   Spearman Analysis

According to Anderson (1959), correlation analysis is a popular statistical method for figuring out the linear projections of two random vectors with the highest correlation. When there was a need for unsupervised data processing and multiple viewpoints were accessible, correlation analysis was applied (Dhillon et al., 2011). A statistical technique for figuring out whether or not two variables or data sets are related and how strong that relationship is called correlation analysis. Correlation analysis is used in market research, for instance, to ascertain whether there are any significant correlations, patterns, or trends between objective data gathered from research approaches like surveys. In order to investigate the relationship between consumer sentiments toward social commerce sites, the Spearman correlation was generated based on the results of the normality test.

Table 4.7.1: Correlation Coefficient by (Ratner, 2009)

Correlation Coefficient	Internal Consistency	Correlation
> - 1.0	Strong	Negative Correlation
> - 0.7	Moderate	Negative Correlation
> - 0.3	Weak	Negative Correlation
0.0	No Linear	
0.1 - 0.3	Weak	Positive Correlation
0.4 - 0.7	Moderate	Positive Correlation
0.8 - 1.0	Strong	Positive Correlation

4.7.2 Spearman's Correlations Analysis

The statistical relationship between two continuous variables is measured by the Spearman's correlation coefficient (independent and dependent variables). The purpose of this test is to determine the significance of the correlation coefficient and whether or not a hypothesis should be accepted. The p-value in the table below is less than 0.05, demonstrating a significant relationship between the independent and dependent variables.

Table 4.7.2 Spearman Correlation Coefficient Analysis

Correlations

		MEAN _PU	MEAN _PEOU	MEAN _PT	MEAN _PSP	MEAN _SCS
Spearman's rho	MEAN_ PU	Correlation Coefficient	1.000	.859[**]	.717[**]	.792[**]	.854[**]
		Sig. (1-tailed)	.	.000	.000	.000	.000
		N	341	341	341	341	341
	MEAN_ PEOU	Correlation Coefficient	.859[**]	1.000	.738[**]	.821[**]	.860[**]
		Sig. (1-tailed)	.000	.	.000	.000	.000
		N	341	341	341	341	341
	MEAN_ PT	Correlation Coefficient	.717[**]	.738[**]	1.000	.769[**]	.764[**]
		Sig. (1-tailed)	.000	.000	.	.000	.000
		N	341	341	341	341	341
	MEAN_ PSP	Correlation Coefficient	.792[**]	.821[**]	.769[**]	1.000	.818[**]
		Sig. (1-tailed)	.000	.000	.000	.	.000

	N	341	341	341	341	341
MEAN_SCS	Correlation Coefficient	.854**	.860**	.764**	.818**	1.000
	Sig. (1-tailed)	.000	.000	.000	.000	.
	N	341	341	341	341	341

Table 4.7.2 represents spearman correlation coefficient analysis. This evaluation will confirm the association between attitudes towards social commerce sites and perceived useful. The findings indicate a positive correlation between attitudes to customer social commerce sites and perceived useful, r = 0.854, n = 341, p = 0.00. The first hypothesis is therefore accepted. There is a strong and positive correlation between attitudes towards social commerce sites and perceived useful.

Next is the second relationship between the attitudes towards social commerce sites and perceived ease of use. The result, r = 0.860, n = 341, p = 0.00, shows that there is a positive relationship between the attitudes towards social commerce sites and perceived ease of use. The analysis shows that there is a strong and positive link between the attitudes towards social commerce sites and perceived ease of use. Third is the relationship between the attitudes towards social commerce sites and perceived trust. The result, r = 0.764, n = 341, p = 0.00, shows that there is a positive relationship between the attitudes towards social commerce sites and perceived trust. The analysis shows that there is a strong and positive link between the attitudes towards social commerce sites and perceived trust. Finally, attitudes towards social commerce sites and perceived social presence.

The results demonstrate a positive link between attitudes towards social commerce sites and perceived social presence which is r = 0.818 n = 341, p = 0.00. The analysis finds that there is a positive and significant association between attitudes towards social commerce sites and perceived social presence.

4.8 SUMMARY/ CONCLUSION

Table 4.8: Hypotheses Summary

Hypotheses	Relationship	Correlation	Results
H1	Relationship Between Perceived Usefulness and Attitudes Towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.	Strong	Accepted
H2	Relationship Between Perceived Ease of Use and Attitudes Towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.	Strong	Accepted

H3	Relationship Between Perceived Trust and Attitudes Towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.	**Strong**	**Accepted**
H4	Relationship Between Perceived Social Presence and Attitudes Towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.	**Strong**	**Accepted**

The data analysis for the study was presented in this chapter, along with information on the respondents' demographics, the outcomes of the assessment measurement model and the structural model created using the software of SPSS IBM version 26. The main topic was developed following the direction of the research goals. This study shows that the perceived usefulness, ease of use, trust as well as social presence are closely related to the attitudes towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business in Universiti Malaysia Kelantan.

This study found that there is positive relationship between perceived usefulness, ease of use, trust and social presence are closely related to attitudes towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business in Universiti Malaysia Kelantan. The outcome for this study can be significant and helpful in the future to deepen the understanding of the factors influencing attitudes towards social commerce sites among undergraduate students, which will be further discussed in Chapter 5.

CHAPTER 5

5.0 DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

The study's discussions, findings and conclusions are presented in each section. An overview of the study is provided in this section, which is followed by a summary of the findings. The results of the study are discussed in the sections that follow. The study's implications are provided in the fourth section and into theoretical, methodological, and practical contributions. Following a limitation of the study's shortcomings in part five, section six offers suggestions for additional research. The study's overall conclusion is presented in the concluding part, which also summarises the entire chapter.

5.2 KEY FINDINGS

The goal of this study is to examine how undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, feel about social commerce sites. As Entrepreneurship (Commerce) students, this research will help us learn more about and comprehend the significance of social commerce sites in a variety of areas, including usage patterns, finances, payments, and trust, among others. Social commerce platforms have been found to provide social services that are more effective, reasonable, timesaving, accessible, and simple to use than conventional methods in this more challenging and demanding environment. Customers will gain a greater understanding of the advantages of transacting business in the future without visiting physical stores and using cash. Furthermore, essential regulatory institutions

should take the necessary steps to build people's trust. This may increase user interest in social commerce sites for their enterprises.

As a result of this study, we intend to see the variables that influence the attitudes of Universiti Malaysia Kelantan students to use social commerce sites. We will have better knowledge of the factors that influence students' opinions about social trading platforms thanks to this study. With the validity and reliability of the measurement model ascertained, the structural model was then evaluated to test the relationships hypothesised in this study.

Hypotheses 1: Relationship between perceived usefulness and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

Hypotheses 2: Relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

Hypotheses 3: Relationship between perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

Hypotheses 4: Relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

5.3 DISCUSSION

5.3.1 Hypothesis 1: Relationship Between Perceived Usefulness and Attitudes towards Social Commerce Sites

Positive Relationship Between Perceived Usefulness and Attitudes towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business in Universiti Malaysia Kelantan.

The finding of this study reveals a strong link between perceived usefulness and attitude towards social commerce sites. Perceived usefulness was found to be a significant factor influencing the attitude towards social commerce sites. Attitude towards social commerce sites has a strong positive relationship with perceived usefulness. According to the previous study, it was discovered that perceived usefulness was a key factor influencing attitudes towards social commerce sites (Um, 2018).

Hence, we can conclude that this study provides practical suggestions. First, the findings have demonstrated that attitudes toward social commerce sites are influenced significantly by perceived usefulness. Therefore, creators of social commerce sites ought to work to make their platforms more beneficial and useful. For instance, social commerce sites should offer users useful and high-quality products and service-related information when users are looking for a specific product in order to make users feel that social commerce sites are useful. Specific customization that separates products and services into different categories can help the consumers to browse through the social commerce site which can be beneficial for the social commerce sites users.

5.3.2 Hypothesis 2: Relationship Between Perceived Ease of Use and Attitude Towards Social Commerce Sites

Positive Relationship Between Perceived Ease of Use and Attitude Towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

This study's findings reveal a significant relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. In comparison to a prior study, "Consumer Attitudes Toward Social Networking Advertising" (Luna-Nevarez, C., & Torres, I. M., 2015) the results also show a significant relationship between perceived ease of use and attitudes toward social commerce sites.

In this study, the result revealed that there is a positive and significant relationship between perceived ease of use and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. Thus, even if an application is useful, it will only be used if it is perceived to be simple to use. According to (Davis, 1989) the definition of perceived ease of use is the "degree to which a person believes that using a particular system would be free from effort." From that opinion, it can be said that using a certain system can reduce the ability to perform. Perceived ease of use has made considerable use of a metric in studies on information technology, notably those on the internet and mobile applications.

It has also been determined that one of the most important factors in online purchasing and awareness products is how easy those services are perceived as ease of use.

In previous research, the perceived ease of use of sites has been demonstrated to be a predictor of people's attitudes about online purchases. This is in sequence with research that suggests that consumers are more likely to have positive attitudes toward a site and a company if the site in enquiry is perceived as easy to use, requires little mental effort from the user, and gives the customer control over the navigation process and the purchasing process. This finding is consistent with this research. Therefore, social commerce sites that are straightforward, simple, and easy to process should be anticipated to impose a lower cognitive load on customers and provide a good influence on the customers' sentiments toward the social commerce site. (Luna-Nevarez & Torres, 2015)

5.3.3   Hypothesis 3: Relationship Between Perceived Trust and Attitudes towards Social Commerce Sites

Positive Relationship Between Perceived Trust and Attitudes towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business in Universiti Malaysia Kelantan.

The findings of the study show a strong correlation between perceived trust and attitudes towards social commerce sites. However, the use of social commerce sites has been found to be heavily influenced by trust in some previous studies. The use of social commerce sites has a significant positive link with trust. In several previous studies, it was found that trust is an important factor that affects the use of social media technology in online commerce. The use of social commerce sites has a beneficial relationship with trust. The use of mobile banking technology, especially on social media sites, will be hindered by a lack of trust. (Sharma et al., 2018) revealed that trust has a positive effect not only on cashless transactions but also on privacy in social commerce sites and how customers trust with their purchasing online through mobile application. In this study, this hypothesis also has a positive and significant relationship between the perceived trust and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business at Universiti Malaysia Kelantan.

Therefore, identifying opportunities to leverage consumers' prior knowledge to build trust can intensify consumer purchasing behavior. Trust is one of the variables that influence the attitude of using technology when it is used. When it comes to social commerce sites and trust in online

transactions, trust can be defined as the customer's confidence in the service provider that their funds and personal information will not be stolen and, despite system flaws, the customer's interests will be taken into account by all. related parties (Kiew et al., 2022). However, there are still a few people who ignore the risk and trust and continue to use social commerce sites.

According to the name, people will use the technology or system if they have an interest or desire to use online transactions (Hutapea & Wijaya, 2021) especially when doing transactions on social commerce sites. This is supported by the findings of previous studies. According to the perceived trust, it affects the attitude to continue using cashless transactions especially in this social commerce site. In high-risk situations, trust is critical, yet mobile applications have many vulnerabilities that expose users to multiple threats. This is supported by previous research findings that show trust has a positive and significant influence on usage decisions. The higher the user's trust, the easier he makes the decision to use (Hutapea & Wijaya, 2021).

5.3.4 Hypothesis 4: Relationship between Perceived Social Presence and Attitudes towards Social Commerce Sites

Positive Relationship Between Perceived Social Presence and Attitudes towards Social Commerce Sites Among Undergraduate Students at the Faculty of Entrepreneurship and Business in Universiti Malaysia Kelantan.

Based on this study, the findings reveal a significant relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. Prior studies report that the impact relationship between perceived social presence and attitude towards social commerce sites could be increased by providing a personalized greeting to the user, personal photographs, letters, socially rich text content, human audio and video, and intelligent agents (Hassanein, 2006). In this study, the result revealed that there is a positive and significant relationship between perceived social presence and attitude towards social commerce sites among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. According to (Gefen & Straub, 2003), there is proposed a link between social presence and information richness in commerce sites. Other than that, there is also proposed that the connection of social presence is directly related to 'human warmth' that influences attitudes towards social commerce sites (Hassenein&Heid, 2007).

Therefore, perceived social presence had no appreciable effect on consumers' opinions of social commerce sites. There is demonstrated that social presence might improve information

richness as well as requirements for agents would influence attitudes towards social commerce sites (Gefen & Straub, 2003). This is because social presence is one that can satisfy e-commerce demands and function as a human substitute in social commerce sites scenario. As a result, there has been a favourable impact on attitudes because customers are more likely to form favourable opinions of social commerce sites when they feel more human warmth there.

5.4 IMPLICATIONS OF THE STUDY

The research's conclusions have some important ramifications, particularly in light of how quickly technology advanced throughout the industrial 4.0 era and contributed to customers' continual usage. The Technology Acceptance Model (TAM) and the Revised Theory-Social Presence Theory were utilised in this study to describe the entire research framework on the impact of customer attitudes toward social commerce sites. This can bring provide new knowledge to service providers and social commerce platforms to enhance their offerings, as well as future research to conduct related issues to this study. It was discovered that perceived trust, perceived ease of use, perceived social presence, and perceived usefulness all had a significant impact on users' attitudes toward social commerce sites.

The coronavirus pandemic has without a doubt **dramatically changed the way we purchase**. When customers were unable to attend their customary stores in March 2020, they soon went to the internet world to state their consumer cravings. As a result, the world of retail was forced nearly totally online. This study predicted that, from 1.66 billion individuals in 2016, 14 billion people would buy online in 2021, making online shopping the norm. Though few people

are aware of the rise in online business, which anyone could have predicted. That's not all, though. Social commerce and conversational marketing have significantly increased as a result of this advanced digital transformation. Unexpectedly, these shifts brought with them a wide range of advantages for both shops and customers. As was mentioned before, social shopping has a number of advantages for all kinds of brands. It's never too late to invest in social commerce, which offers fantastic product discovery for marketers and frictionless user experience. In fact, 52% of consumers claim social media has influenced their purchasing choices globally.

To **provide a user-friendly experience for customers**, it's critical to design an appealing and straightforward interface for digital sites. They want their apps to be adaptable and simple to use on any device, anywhere, at any time. In order to develop, refine, and implement the significance of social commerce sites and ultimately achieve their acceptance in any social media network, this study also intends to highlight the function and importance of perceived ease of use and trust.

For instance, **the design of social commerce in social media platforms enables users to communicate with one another and share thoughts, knowledge, and experiences**; as a result, the design of social commerce psychologically encourages the presence of other clients. Additionally, social networking sites integration of social commerce enables users to interact socially with their peers (Kang and Johnson 2013). Cart abandonment is eliminated by social commerce's entire barriers. Customers can check out directly within the app without having to register, log in, or complete time- consuming customer information forms. No irksome password

resets or attempts to remember which login was used to register are required. With social commerce, the customer is ready to make a purchase because they are already signed into the app. As easy as spotting it, selecting it, and purchasing it.

5.5   LIMITATIONS OF THE STUDY

During the process of this research, these are some of the shortcomings that were discovered. Firstly, this research made **use of an online survey created with Google Form, and the undergraduate students who were enrolled in the Faculty of Entrepreneurship and Business at Universiti Malaysia Kelantan were the ones who provided their responses**. The uncertainty regarding whether the information provided by respondents is accurate or not is a difficulty for the researcher, who will need to overcome this obstacle. This is probably due to the fact that the majority of them did not read the question very attentively. After that, collecting data from respondents using an online survey is going to take a significant amount of time, and the researcher is going to have to find respondents who are willing to answer the questionnaire. It became clear that some of the responders just did not have the time to answer all of the questions that were asked of them. The respondents were therefore restricted to delivering just their genuine responses when completing the online questionnaire. This was due to the fact that the respondents could only select the predetermined replies.

The scope of the study is likewise restricted by the limitations of this research. The researcher chose to conduct this study only with students from the Universiti Malaysia Kelantan so that the researcher's research and data gathering could proceed more smoothly. Because of time

constraints, the sample size is small, and it would be challenging for the researcher to do research and acquire data if they focused on all of Malaysia's communities. In order to obtain findings that are applicable to a wider population, additional research could survey a more diverse sample of social network users in addition to university students, offer an incentive to participants to take the survey, or test the proposed framework by comparing different demographic segments. All of these options would help obtain more generalised results from this study.

In addition, this research looked at perceived trust, perceived ease of use, perceived social presence, and perceived usefulness as the only independent variables to consider. **The researchers were restricted in their abilities to study additional facets of the studies** due to the nature of their research. Furthermore, the occurrence is when the sample size for this research is determined by convenience sampling. The researchers were unable to exert control over the representations that came from the sample. This lack of control may result in biassed samples and research outcomes, which in turn reduces the study's capacity to generalise to a wider population. Taking all of these considerations into account, the researcher of the future might think about implementing a mixed technique approach in the future in order to lessen the impact of the study's possible shortcomings.

Next, since the instrument merely requests that respondents examine a demo site, it is possible **that the majority of respondents will not be able to feel the influence of the standardized user interface that is present across all social commerce sites** on the World Wide Web. Although the instrument makes an effort to measure a variety of user attitudes and

perceptions, it is unable to delve particularly deeply into the thoughts and emotions of respondents. The fact that respondents are responsible for their own self-reporting raises the possibility of issues relating to honesty, social desirability, and the motivation to provide a considered response. Because the participants in the sample come from only one university, there is a possibility of bias in the results of the study.

Lastly, the purpose of this research was **to investigate the factors that influence people's attitudes about social commerce sites**. These factors were, in order: perceived usefulness; perceived ease of use; perceived trust; and perceived social presence. Previous studies have shown that a variety of elements, such as information search, communication, or product purchase, can influence the behaviors of customers who do their shopping or research online. Therefore, researchers might want to investigate how user-based variables such as social commerce self-efficacy and trust in the social commerce provider can influence consumers' attitudes toward commerce sites. Context-based variables include things like the aesthetics and functionality of the social commerce sites.

5.6 RECOMMENDATION/ SUGGESTION FOR FUTURE RESEARCH

Despite the limitation of each study, they all produce fresh, unique findings that form the basis of subsequent research. This section identifies the potential future research areas considering that. The covid 19 endemic still exists today so the social commerce site plays a huge role as an online platform which helps in reducing disease transmission by limiting physical interaction.

Furthermore, social commerce sites are widely used by people nowadays which can be beneficial for future research.

Future studies should **examine whether first time users of social commerce sites have different preferences or needs from repeat users in terms of social presence**. It may also be instructive to look into how consumers are affected by interaction and social presence at various stages of customer decision journey which are awareness, familiarity, consideration, purchase and loyalty (Um 2018). Finally, evaluating the effectiveness of social presence in different cultural contexts may be instructive. Information displays are different across platforms as noted by Sears Jacko and Dubach (2000).

Different regions in the world may have different cultures and audiences that view websites differently. Therefore, it would be intriguing **to find out if there are any observable variations in consumer attitudes based on cultural influences and backgrounds**. As there are many countries with different races, ethnicities and cultures, we can assume that their cultural differences might affected their attitudes and preference towards social commerce sites. There are also limited studies that have delved deeper into this topic. So, the results of this study might offer insightful theorical and practical information as well as a basis for potentially significant future contributions (Um 2018).

In addition, **the implementation of perceived risk as the variable** are worth to be investigated for future study. Compared to the offline shopping environment or physical stores,

online shopping environment is riskier. Due to the nature of online transactions, consumers are prone to constantly be concerned about seller opportunism, privacy concerns, and security issues like identity theft. Previous studies have shown that consumer intention to shop online is negatively impacted by perceived risk (Faqih 2011; Yeung, Yee, and Morris 2010). The literature offers little insight into how the perceived risk influencing the attitudes of consumers towards social commerce sites.

In this study, four variables were introduced as potential antecedents of behavior toward social commerce sites. However, **there are other elements that could impact the attitudes of consumers towards social commerce sites**. Personal characteristics which are prior social commerce experiences, years of experiences, level of online shopping expertise and others as well as social comparison (Shen 2012), information richness (Daft and Lengel 1984) and other factors may be among the candidates. Future studies can be concentrated on how these elements affect consumer attitudes towards social commerce sites (Pacheco and Jaipaul-O'Garro 2020).

Last but not least, future studies should **investigate and look into different age groups of respondents which is not limited to students only** to identify if the model behave consistently in the same research. If we broaden the target audience for the respondent, we can get more accurate and specific results as compared to the smaller scope which resulted in vague outcomes. For example, we can target consumers with different demographics so we can identify if the difference in background and age group will impact their attitude towards social commerce sites. However,

the results of this study offer insightful theoretical and practical information as well as a basis for potentially becoming a significant future contribution.

5.7   OVERALL CONCLUSION OF THE STUDY

The reason was obviously that social media provides customers with features that simplify their experience and save them time. Nowadays, users are going through online shopping which is gaining a larger and larger following among consumers in Malaysia, particularly among the younger generations. The results also show that University students at this Faculty Entrepreneurship and Business in Kelantan are more likely to use this new technology of social commerce sites. Therefore, the purpose of this study was to identify the attitude of undergraduate students by using social commerce sites at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The questionnaire was created by the researcher to collect our data. Following the data, we used SPSS to analyse it using descriptive analysis, reliability analysis, normalcy test, correlation test, and regression test.

The factor impacting attitudes toward social commerce sites was significant. It is clear when every user's attitude is convenient and advantageous to them. Following the factor, perceived trust, perceived ease of use, perceived useful, and perceived social presence are considered independent variables, while attitude is considered a dependent variable. According to Spearman's correlation test, the variable's perceived ease of use value is (0.860), and its perceived trust value is (0.860). (0.764). As a consequence, perceived ease of use (0.860), perceived utility (0.854), perceived social presence (0.818), and perceived trust are the elements that impact attitudes toward

social commerce sites (0.764). The sense of ease of use, which has a strong correlation. coefficient, influences sentiments toward social commerce platforms (0.860). In this investigation, the hypothesis was accepted.

In summary, this study allows the university and others to learn about the factors that influence people's attitudes regarding social commerce sites. There are some drawbacks to this study's execution. The limitations, such as sample size and population size. There are also some recommendations for further research. The researcher suggests additional study utilising other samples and increasing the sample size. This study found that a high degree of influence and four criteria had a substantial impact on consumers' perceptions about social commerce platforms. The perceived ease of use is the most powerful element influencing attitudes toward usage. In this study, the goals were achieved.

APPENDIX A: QUESTIONNAIRE DRAFT

FACTORS INFLUENCING ATTITUDE TOWARDS SOCIAL COMMERCE SITES AMONG UNDERGRADUATE STUDENTS AT THE FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN.

Dear Respondent,

We are final year students of Bachelor of Entrepreneurship (Commerce) with Honors from the Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study titled "Factors Influencing Attitudes Toward Social Commerce Sites Among Faculty of Entrepreneurship and Business Students". The questionnaire will take about 5 to 10 minutes to complete. Your personal information will be strictly confidential. The data collected is only used for the purpose of academic research. The data collected will provide help regarding our research and all data will be stored safely and kept for academic purposes only. Your kind participation in this study is greatly appreciated. Kindly provide your valuable responses to all the statements listed in this questionnaire. All responses will be kept confidential. There are no correct or incorrect responses to the statements.

Social commerce is the process of buying products using social media profiles. You can use platforms like Instagram, Facebook, Pinterest, and TikTok to do so—each of them offers a unique set of features to put your products in front of potential customers during their social media scroll. It encourages and allows users to buy products directly within social media platforms, never having to open another browser.

Responden yang dihormati,

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian dari Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian bertajuk "Faktor-Faktor Yang Mempengaruhi Sikap Terhadap Tapak Perdagangan Sosial Dalam Kalangan Pelajar Fakulti Keusahawanan dan Perniagaan". Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit untuk dilengkapkan. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik. Data yang dikumpul akan memberikan bantuan berkenaan penyelidikan kami dan semua data akan disimpan dengan selamat dan disimpan untuk tujuan akademik sahaja. Penyertaan tuan/puan dalam kajian ini amatlah dihargai. Sila berikan jawapan anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut.

Perdagangan sosial ialah proses membeli produk menggunakan profil media sosial. Anda boleh menggunakan platform seperti Instagram, Facebook, Pinterest dan TikTok untuk berbuat demikian—setiap daripadanya menawarkan set ciri unik untuk meletakkan produk anda di hadapan bakal pelanggan semasa tatal media sosial mereka. Ia menggalakkan dan membenarkan pengguna membeli produk secara terus dalam platform media sosial, tidak perlu membuka pelayar lain.

SECTION A: DEMOGRAPHIC

BAHAGIAN A: DEMOGRAFI

1. AGE/ UMUR

18 to 21/ 18 hingga 21 tahun

22 to 25/ 22 hingga 25 tahun

26 and above/ 26 tahun dan keatas

2. GENDER/ JANTINA

Male/ Lelaki

Female/ Perempuan

3. RACE/ KAUM

Malay/ Melayu

India/ India

Chinese/ Cina

Other/ Lain-lain

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4. **COURSE/** KURSUS

☐	**SAA- Bachelor of Accounting with Honors** SAA- Ijazah Sarjana Muda Perakaunan Dengan Kepujian.
☐	**SAE- Bachelor of Entrepreneurship with Honors** SAE- Ijazah Sarjana Muda Keusahawanan Dengan Kepujian.
☐	**SAB- Bachelor of Business Administration (Islamic Banking and Finance) With Honors** SAB- Ijazah Sarjana Muda Pentadbiran Perniagaan (Perbankan Islam Dan Kewangan) Dengan Kepujian.
☐	**SAK- Bachelor of Entrepreneurship (Commerce) With Honors.** SAK- Ijazah Sarjana Muda Keusahawanan (Perdagangan) Dengan Kepujian.
☐	**SAL- Bachelor of Entrepreneurship (Logistic and Distributive Trade) With Honors.** SAL- Ijazah Sarjana Muda Keusahawanan (Logistik Dan Pengedaran Perdagangan) Dengan Kepujian.
☐	**SAR- Bachelor of Entrepreneurship (Retailing) With Honors.** SAR- Ijazah Sarjana Muda Keusahawanan (Peruncitan Dengan Kepujian.

5. **YEAR/** TAHUN

☐	**1**
☐	**2**
☐	**3**
☐	**4**

6. SOCIAL COMMERCE SITES USAGE FREQUENTLY/ KEKERAPAN

PENGGUNAAN PERDAGANGAN LAMAN SOIAL

Everyday/ Setiap Hari
Several Times A Week/ Beberapa Kali Seminggu
Several Times A Month/ Beberapa Kali Sebulan
Several Times A Year/ Beberapa Kali Setahun

7. TIME SPENT FOR BUYING ON SOCIAL MEDIA/ MASA YANG DIAMBIL UNTUK

MEMBELI DI MEDIA SOSIAL.

1-2 Hours/ **1-2 Jam**
3- 5 Hours/ **3- 5 Jam**
6- 7 Hours/ **6-7 Jam**
More Than 7 Hours/ **Melebihi 7 Jam**

SECTION B: PERCEIVED USEFULLNESS

SECTION B: KEGUNAAI YANG DIRASAI

Likert-Scale/ Skala-Likert ⟋ Questions/Soalan	Strongly Disagree **Sangat Tidak Setuju**	Disagree **Tidak Setuju**	Neutral **Neutral**	Agree **Setuju**	Strongly Agree **Sangat Setuju**
Using social media is useful. **Menggunakan media sosial adalah berguna.**					
I evaluate social commerce as useful. **Saya menilai perdagangan sosial sebagai berguna**					
I evaluate social commerce services as practical. **Saya menilai perkhidmatan perdagangan sosial sebagai praktikal**					
I evaluate social commerce as functional. **Saya menilai perdagangan sosial sebagai berfungsi.**					

Social commerce sites enable me to search and buy products/ service faster. **Tapak perdaganagn sosial membolehkan saya mencari dan membeli produk/ perkhidmatan dengan lebih pantas.**					
Social commerce sites improve my performance in product/ service searching and buying. **Tapak perdagangn sosial meningkatkan prestasi saya dalam mencari dan membeli produk/ servis.**					

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SECTION C: PERCEIVED EASE OF USE

BAHAGIAN C: DIRASAKAN MUDAH DIGUNAKAN

Likert-Scale/ Skala-Likert Questions/Soalan	Strongly Disagree **Sangat Tidak Setuju**	Disagree **Tidak Setuju**	Neutral **Neutral**	Agree **Setuju**	Strongly Agree **Sangat Setuju**
Learning to use a social commerce sites would be easy for me. **Belajar menggunakan tapak perdagangan sosial adalah mudah untuk saya.**					
My interaction with a social commerce sites is clear and understandable. **Interaksi saya dengan tapak perdagangan sosial adalah jelas dan boleh difahami.**					
It would be easy for me to become skillful at using the social commerce sites. **Mudah bagi saya untuk menjadi mahir menggunakan laman sosial perdagangan.**					

I find the social commerce sites easy to use. **Saya mendapati perdagangan laman sosial mudah digunakan.**					
Social commerce sites allow me to shop the way I want to. **Perdagangan laman sosial membolehkan saya membeli- belah mengikut cara yang saya mahu.**					
It is very flexible for me to use social commerce sites. **Ia sangat fleksibel untuk saya dalam menggunakan tapak perdagangan sosial.**					

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SECTION D: PERCEIVED TRUST

BAHAGIAN D: KEPERCAYAAN YANG DIRASAI

Likert-Scale/ Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
I trust that social commerce sites are safe. **Saya percaya bahawa tapak perdagangan sosial adalah selamat**					
I trust that social commerce sites have reliable features. **Saya percaya bahawa tapak perdagangan sosial mempunyai ciri yang boleh dipercayai**					
I trust any social commerce sites apps. **Saya mempercayai mana-mana aplikasi tapak perdagangan social**					

I trust transactions done by social commerce sites. **Saya percaya transaksi yang dilakukan oleh tapak perdagangan social**				
I trust that using social commerce sites can secure client information. **Saya percaya bahawa menggunakan tapak perdagangan sosial boleh menjaga keselamatan maklumat pelanggan**				
I trust social commerce sites can keep me and my customer personal information safe. **Saya percaya tapak perdagangan sosial boleh memastikan saya dan maklumat peribadi pelanggan saya selamat**				

SECTION E: PERCEIVED SOCIAL PRESENCE

BAHAGIAN E: KEHADIRAN SOSIAL YANG DIRASAI

Likert-Scale/ Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
There is a sense of human contact on this social commerce site. **Hubungan di antara manusia dapat dirasa di laman sosial perdagangan ini.**					
There is a sense of sociability on this social commerce site. **Dapat dirasai pergaulan sosial di laman sosial perdagangan ini.**					
There is a sense of human warmth on this social commerce site. **Kemesraan sesama manusia dapat dirasai di laman sosial perdagangan ini.**					

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I am very comfortable utilizing social commerce sites. **Saya sangat selesa menggunakan laman perdagangan sosial.**					
There is always a feeling of belongingness whenever I do interact through social commerce sites. **Sentiasa ada perasaan kekitaan setiap kali saya berinteraksi melalui tapak perdagangan sosial.**					
There is always a sense of friendliness whenever I do interact through social commerce sites. **Sentiasa ada perasaan mesra setiap kali saya berinteraksi melalui laman sosial perdagangan.**					

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SECTION F: ATTITUDES TOWARD SOCIAL COMMERCE SITES

BAHAGIAN F: SIKAP TERHADAP LAMAN PERDAGANGAN SOSIAL

Likert-Scale/ Skala-Likert Questions/Soalan	Strongly Disagree Sangat Tidak Setuju	Disagree Tidak Setuju	Neutral Neutral	Agree Setuju	Strongly Agree Sangat Setuju
I intend to continuously use social commerce sites in the future. **Saya berhasrat untuk terus menggunakan tapak perdagangan sosial pada masa hadapan.**					
I predict continuously using social commerce sites. **Saya meramalkan secara berterusan menggunakan tapak perdagangan sosial.**					
I plan to continuously recommend using social commerce sites to others. **Saya bercadang untuk terus mengesyorkan menggunakan tapak perdagangan sosial kepada orang lain.**					

If I have access to social commerce sites, I want to use them as much as possible. **Jika saya mempunyai akses kepada tapak perdagangan sosial, saya mahu menggunakannya sebaik mungkin.**					
I would have positive feelings towards using social commerce. **Saya akan mempunyai perasaan positif terhadap menggunakan perdagangan sosial.**					
It would be a good idea to make use of social commerce sites. **Adalah idea yang baik untuk menggunakan laman perdagangan social.**					

Description	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
Chapter 1: Introduction														
Background of the study	■													
Problem statement	■													
Research question	■													
Research objectives	■													
Scope of the study		■												
Significance of study		■												
Definition of term		■												
Organization of the proposal		■												
Chapter 2: Literature Review														
Introduction			■	■										
Underpinning theory			■	■										
Previous studies			■	■										
Hypotheses statement			■	■										

Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Conceptual framework			▓	▓											
Summary/ Conclusion			▓	▓											
Chapter 3: Research Methods															
Introduction					▓										
Research design					▓										
Data collection methods					▓										
Study population					▓										
Sample size					▓										
Sampling techniques					▓										
Research instrument development						▓	▓								
Measurement of the variables						▓	▓								
Procedure for data analysis						▓	▓								
Summary/ Conclusion						▓	▓								
Chapter 4: Data Analysis and Findings															
Introduction								▓							
Preliminary Analyis								▓							
Demographic Profile of Respondents									▓	▓					

Descriptive Analysis									▓	▓				
Validity and Reliability Test											▓			
Normality Test											▓			
Hypothesis Testing											▓			
Summary/ Conclusion											▓			
Chapter 5: Discussion and Conclusion														
Introduction												▓		
Key Findings												▓		
Discussion												▓		
Implications of the Study												▓		
Limitations of the Study													▓	
Recommendation/ Suggestion for Future Research													▓	
Overall Conclusion of the Study														▓

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