FACTORS INFLUENCING THE PURCHASE INTENTION ON SOCIAL COMMERCE PLATFORMS AMONG UNDERGRADUATES STUDENTS AT THE FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITI MALAYSIA KELANTAN
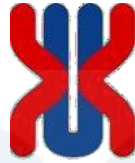
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DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS
2024

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by

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2024

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LIST OF ABBREVIATIONS

TAM	Technology Acceptance Model
TAM 2	Technology Acceptance Model 2
TAM 3	Technology Acceptance Model 3
IV	Independent Variables
DV	Dependent Variables
PIISC	Purchase Intention in Social Commerce
PU	Perceived Usefulness
PEOU	Perceived Easy of Use
PR	Perceived Risk
PE	Perceived Enjoyment
SPSS	Statistical Package for the Social Science
ANOVA	Analysis of Variance
C2C	Customer to Customer
IT	Information Technology
A	Attitude
BI	Behavioral Intention
UMK	Universiti Malaysia Kelantan
FKP	Faculty of Entrepreneurship and Business
SAK	Bachelor of Entrepreneurship (Commerce) with Honours

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SAE	Bachelor of Entrepreneurship with Honours
SAR	Bachelor of Entrepreneurship (Retailing) with Honours
SAL	Bachelor of Entrepreneurship (Logistics and Distributve Trade) with Honours
SAB	Bachelor of Business Administration (Islamic Banking and Finance) with Honours
SAA	Bachelor of Accounting with Honours
ACCA	Association of Chartered Certified Accountants
IBFIM	Islamic Banking and Finance Institute Malaysia
CILTM	The Chartered Institute Of Logistics & Transport Malaysia
IMM	Institute of Materials, Malaysia
MICPA	The Malaysian Institute Of Certified Public Accountants
IPTA	Institut Pengajian Tinggi Awam

LIST OF SYMBOLS

N	Population
Std	Standard Deviation
r	Correlation Coefficient
P Value	Probability Value
Sig.	Significant
df	Degree of Freedom
H0	Null Hypothesis
H1	Hypothesis 1
H2	Hypothesis 2
H3	Hypothesis 3
H4	Hypothesis 4
α	Cronbach's Alpha
%	Percentage
>	More than
≥	More than or Equal
<	Less than
≤	Less than or Equal
=	Equal
(-)	Negative

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ABSTRAK

Dalam sepuluh tahun yang lalu, kemunculan telefon pintar, aplikasi, dan laman rangkaian sosial telah menghasilkan pertumbuhan perdagangan sosial, yang merupakan cara inovatif bagi perniagaan dan orang ramai untuk melibatkan diri dalam perdagangan. Trend perdagangan sosial kebanyakannya bergantung pada pertukaran maklumat dan hubungan sosial, dan bagaimana ini mempengaruhi niat orang untuk membuat pembelian. Penyelidikan ini bertujuan untuk meneroka pengaruh perdagangan sosial atas niat pembelian di kalangan pelajar mahasiswa di Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kajian ini mengkaji beberapa pembolehubah bebas, iaitu kegunaan kebergunaan, dirasai kemudahan penggunaan, risiko yang dirasakan, dan keseronokan yang dirasakan. Kajian ini menggunakan metodologi deskriptif; Seramai 353 orang pelajar UMK Kampus Kota telah menyertainya melalui soal selidik Borong Google menggunakan skala Likert. Dalam kajian ini, SPSS digunakan untuk menganalisis data yang dikumpulkan. Hasil mendapati bahawa nilai korelasi Spearman yang kegunaan kebergunaan, dirasai kemudahan penggunaan, dan keseronokan yang dirasakan mempunyai hubungan penting yang positif. Walaupun risiko yang dirasakan adalah negatif terhadap niat pembelian dalam perdagangan sosial. Akhirnya, kajian ini mengkaji dengan teliti implikasi, batasan, dan cadangannya untuk penyelidikan lanjut.

Kata Kunci: *Niat pembelian, Perdagangan sosial, Kegunaan kebergunaan, Dirasai kemudahan penggunaan, Risiko yang dirasakan, Keseronokan yang dirasakan.*

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ABSTRACT

In the last ten years, the emergence of smartphones, applications, and social networking sites has resulted in the growth of social commerce, which is an innovative way for businesses and people to engage on a trade. The social commerce trend mostly relies on the exchange of information and social connections, and how these influence peoples' intention to make purchases. The research intended at exploring the influence of social commerce on purchase intention among undergraduates' students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The study examined several independent variables, namely perceived usefulness, perceived easy of use, perceived risk, and perceived enjoyment. This study applied a descriptive methodology; 353 students from UMK Campus Kota participated in it via a Google Form questionnaire utilising a Likert scale. In this study, PSS is employed to analyse the gathered data. Result found that Spearman's correlation value of perceived usefulness, perceived ease of use, and perceived enjoyment had positive significant relationship. While perceived risk was negatively significant on Purchase intention in social commerce. Finally, the study thoroughly examined its implications, limitations, and recommendations for further research.

Keywords: *Purchase Intention, Social Commerce, Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Perceived Enjoyment.*

CHAPTER 1

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

Social commerce, a dynamic and ever-changing phenomenon, may be traced back to the mid-2000s with the rise of social media platforms (Alt, 2020). Platforms like MySpace and Facebook initially enabled users to exchange information on different goods and services, laying the groundwork for what would become a substantial shift in the retail industry (Piranda et al., 2022). Facebook's growing impact had a critical part in the incorporation of social elements into e-commerce from the mid-2000s to the early 2010s (Al-Adwan & Kokash, 2019). Group purchasing and flash sales websites, most notably Groupon, rose to popularity during this time, creating social interactions centered on bargains and discounts (Grange et al., 2020). With the advent of the mid-2010s, there was a notable shift towards visual platforms such as Instagram and Pinterest, which emerged as prominent platforms for the exhibition and exploration of items in a visually captivating setting (Steinhauer, 2021). The introduction of novel functionalities, such as shoppable posts and "Buyable Pins," facilitated a streamlined buying experience (Jelassi et al., 2020). In the latter part of the 2010s, there was a notable rise in the practice of influencer marketing, when individuals with substantial social media followings used their influence to endorse and market various items (Le & Aydin, 2023). The use of live streaming, namely on platforms like Taobao Live, has emerged as a potent mechanism for social commerce in certain geographical areas (Chen et al., 2021). This technology facilitates instantaneous engagement among influencers, businesses, and consumers (Chen et al., 2021). During the 2020s and

subsequent years, the progression of social commerce persisted with the incorporation of artificial intelligence and chatbots, resulting in improved customer service and a more efficient buying process, particularly inside messaging applications (Nichifor et al., 2021). Furthermore, the notion of the metaverse, which has gained popularity through companies such as Meta (previously known as Facebook), has brought forth the notion of immersive digital environments designed for social interaction and commerce (Kraus et al., 2022). This suggests the potential for intriguing possibilities and future advancements within the continuously evolving realm of the retail sector (Kraus et al., 2022).
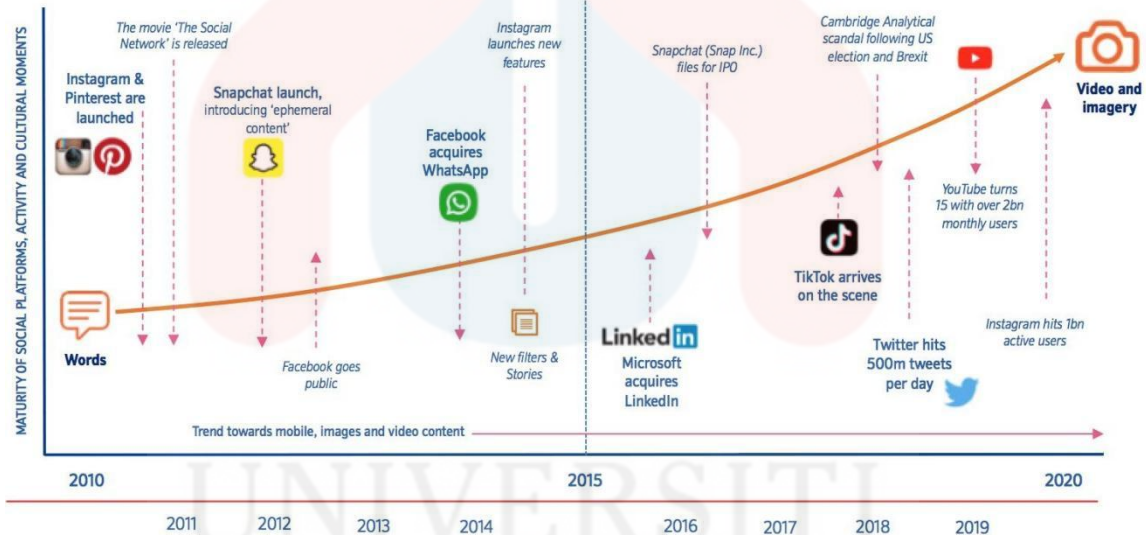
Figure 1.1: Maturity of social platforms, activity and cultural moments

Social commerce, which integrates social media and e-commerce to produce an interactive and dynamic purchasing experience, has surfaced as a significant factor in the modern business environment (Busalim et al., 2019). The capacity to utilize social platforms as a means to connect with and captivate a wide-ranging audience is one of its primary advantages (Huang et al., 2019). With the growing amount of time that consumers dedicate

to social media, businesses can leverage this trend to increase customer loyalty and brand recognition by integrating ecommerce into these platforms (Grange et al., 2020). Moreover, social commerce enables a purchasing experience that is both personalized and socially motivated (Li, 2019). Companies can leverage the influence of social proof on consumer purchasing decisions by integrating elements such as user reviews, ratings, and recommendations (Abou Ali et al., 2020). This feature not only fosters a sense of confidence and assurance among consumers and brands, but also contributes to a more knowledgeable and gratifying retail experience (Abou Ali et al., 2020). Furthermore, by utilizing the interactive and real-time features of social commerce, businesses can acquire invaluable insights into consumer behavior (Wang et al., 2019). Organizations possess the capability to adapt their approaches in light of consumer feedback, emerging trends, and individual preferences through the implementation of social analytics and monitoring systems (Kraus et al., 2021) . Precisely adjusting to and reacting to shifting market dynamics is critical in the era of digital transformation (Hanelt et al., 2021). At its core, social commerce comprises an all-encompassing approach to brand development, consumer engagement, and market intelligence, in addition to its transactional facilitation utility (Li et al., 2021).

Numerous studies from the past have shed light on the usefulness of combining social media and online shopping in the area of social commerce. According to studies conducted by Bugshan & Attar (2020) the study is titled "Social commerce information sharing and their impact on consumers". The present study aims to examine the impact of perceived privacy risk, trust in sharing commerce, and social commerce information sharing on purchases intent. The engagement in social commerce information sharing activities has been shown to enhance confidence in commerce platforms and diminish the perceived

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danger to privacy. This, in turn, has the potential to greatly enhance the decision-making process and foster a greater desire to make purchases (Bugshan & Attar, 2020). Besides that, according to studies conducted by Doha, Elnahla, & McShane (2019) the study is titled "Social commerce as social networking. Journal of Retailing and Consumer Services". The objective of this study is to examine the many aspects that impact an individual's behavioral intention in relation to social commerce. The desire to interact with other people was the primary factor that influenced customers' behavioral intentions towards social commerce services (Doha et al., 2019). In addition, based on research conducted by Hsiao, M. (2021) the study is titled "Influence of interpersonal competence on behavioral intention in social commerce through customer-perceived value". The objective of this research endeavor is to investigate the impact of interpersonal competency on social commerce behavior as measured by the perceived value of customers. Furthermore, they illustrate the impact of social value and utilitarian value on individuals' behavioral intentions regarding social commerce, acknowledging the significance of social media usage in social commerce and the functional utility of commerce activities (Hsiao, 2021).

Although previous studies on social commerce have undoubtedly increased our understanding of this complex domain, there are still several substantial knowledge deficits that necessitate additional research. Significantly, prior research has frequently investigated particular aspects in isolation, such as the influence of social interaction, privacy risk, and trust, without delving into the complex interrelationships between these components and their collective effect on consumer behavior in the domain of social commerce. Moreover, research that fails to account for these subtleties would be a failure to adequately represent the substantial differences in social commerce practices and consumer behavior that exist

across cultures and regions when extrapolating findings. The dynamic nature of the digital environment and temporal constraints require an emphasis on the progressive effects of technology, platforms, and user conduct on social commerce as time passes. Standardized measurement tools and methodologies are imperative in order to mitigate the variability that exists in metrics and approaches, thereby promoting enhanced comparability and synthesis of research outcomes. Previous research has predominantly relied on quantitative data. However, by incorporating qualitative research methods, one can gain insight into the intricate motivations, obstacles, and experiences of consumers engaged in social commerce. Furthermore, further investigation is necessary to comprehend the enduring consequences, including those on consumer loyalty and brand relationships, given that the majority of current research focuses on immediate behavioral intentions. Finally, a comprehensive analysis of ethical and regulatory considerations, such as data utilization and privacy, is necessary when considering social commerce. In summary, although previous research has contributed significantly to the advancement of knowledge regarding social commerce, the aforementioned research voids offer ample opportunity for additional investigation and hold the promise of a more thorough and profound understanding of the dynamic and intricate realm of social commerce.

This study intensively emphasizes the link between impact of social commerce on purchase intention, which has never been researched previously. Our research focuses primarily on identifying the several factors that have an influencing purchasing intention in social commerce of undergraduate students. Furthermore, our research dives into the subtle link between these elements and their factor influencing purchase intentions in the setting of social commerce. Our goal is to acquire a better understanding of how these purchase

intentions in social commerce correlate with, specifically perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment.

1.2 PROBLEM STATEMENT

Social commerce is an increasingly popular and rapidly expanding industry that combines the power of social media and e-commerce to provide consumers with a one-of-a-kind shopping experience. By integrating social media platforms and purchase intention, social commerce enables users to engage with one another, exchange product information, share reviews and recommendations, all of which can greatly influence their decision-making process when it comes to making a purchase. Nevertheless, despite its undeniable potential and appeal, social commerce does come with its fair share of challenges that need to be addressed. In essence, the main problem that needs to be tackled within the realm of social commerce is identifying the key hurdles that businesses encounter while operating in this space and devising effective strategies to overcome them. Among the most prominent issues faced in social commerce are the reliability and trustworthiness of product information, the delicate balance between entertainment and marketing, maintaining privacy and security, and the absence of face-to-face interaction. These problems can significantly impact consumers' purchasing behavior and ultimately determine the success or failure of businesses operating in the realm of social commerce. As a result, it is crucial to thoroughly comprehend and analyze these challenges in order to develop robust and efficient solutions that can effectively address them.

One of the main challenges in social commerce is the reliability of product information. According to Bai et al. (2015) consumers often struggle to trust the reviews and

comments they come across on shopping platforms because there is a possibility that merchants may provide false descriptions or fake comments. As a consequence, this lack of trust can hinder consumers' confidence in the product and ultimately lead to lost sales. In traditional e-commerce, consumers heavily rely on product descriptions and reviews to make well-informed purchasing decisions. However, in social commerce, where users are often friends or indirect acquaintances, the trustworthiness of product information becomes a pressing issue. Merchants may intentionally provide inaccurate descriptions or post deceptive comments to promote their products, which can be misleading for consumers and result in negative experiences. To tackle this problem, it is crucial to implement measures that ensure the authenticity of product information. For instance, social commerce platforms can take steps to verify the identity of merchants and closely monitor their activities to prevent any fraudulent behavior. Additionally, it is important to encourage consumers to leave detailed and honest reviews that can offer valuable insights to other users, empowering them to make informed decisions.

After that, issues in social commerce are finding a balance between entertainment and marketing (Bai et al., 2015). People use social networking platforms for communication and entertainment, so it's important for sellers to consider users' preferences and experiences when promoting their products on these platforms. However, striking the right balance between entertainment and marketing can be quite challenging for businesses in the social commerce sites. To tackle this problem, businesses can come up with advertising and promotion strategies that are engaging and informative, without being invasive. They can create interactive content that encourages users to participate in activities related to their products, such as contests or surveys. Another approach is to utilize user-generated content,

such as reviews and photos, in order to endorse their products in a more natural and genuine manner. By respecting users' choices and experiences, businesses can establish trust and loyalty among their target audience in the realm of social commerce.

Besides that, social commerce revolves around the challenges associated with maintaining privacy and security. In the realm of social commerce, significant amounts of user data are amassed by the platforms, encompassing personal information, browsing history, and purchasing patterns (Bai et al., 2015). Although this data can be utilized to personalize product recommendations and enhance the overall user experience, it simultaneously gives rise to apprehensions regarding privacy and security. Due to the potential risks of data breaches or unauthorized use of their information, users may feel reluctant to divulge their personal details on these platforms. As a result, this lack of trust can significantly impact the platforms, leading to a decrease in sales. To further elaborate on this predicament, it becomes imperative for social commerce platforms to establish robust security measures to safeguard user data. This necessitates the implementation of encryption techniques and two-factor authentication, along with regular monitoring to identify and prevent potential security breaches. Additionally, social commerce platforms must adopt a policy of transparency concerning data collection and usage, providing users with the ability to control their own data. By effectively addressing concerns related to privacy and security, social commerce platforms can cultivate trust and instill confidence in their users, thereby fostering greater engagement with the platform.

Another issue in social commerce is the absence of face-to-face interaction, which differs from traditional commerce where customers can physically interact with products before making a purchase decision (Bai et al., 2015). This lack of physical interaction in

social commerce forces customers to rely on product descriptions, reviews, and images to make their buying choices. Unfortunately, this absence of physical interaction can create uncertainty and hesitation among customers, ultimately leading to a loss in sales. To tackle this problem, social commerce platforms must ensure that customers have access to detailed product information, high-quality images, and even videos to assist them in making informed purchasing decisions. Furthermore, these platforms can consider incorporating virtual try-on or augmented reality features to mimic the physical interaction customers have with products. By offering a more immersive and interactive shopping experience, social commerce platforms can instill confidence in customers, ultimately resulting in higher sales.

1.3 RESEARCH QUESTIONS

The main focus of this research question is to find out some determinants related to consumer intention in online shopping activities regarding social commerce. Therefore, the question is as follows:

I.   What is the relationship between perceived usefulness and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

II.   What is the relationship between perceived ease of use and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

III.   What is the relationship between perceived risk and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

IV.   What is the relationship between perceived enjoyment and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan?

1.4 RESEARCH OBJECTIVE

The main aim of this study is to investigate the following factors that influence consumers' intention to shop online in social commerce:

I.   To identify the relationship between perceived usefulness and purchase intention in social commerce among undergradutes students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

II.   To identify the relationship between perceived ease of use and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

III.   To identify the relationship between perceived risk and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

IV.   To identify the relationship between perceived enjoyment and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

1.5 SCOPE OF THE STUDY

The study aimed to explore the factors affecting the online shopping intention of university students by examining the antecedents of their intention towards social commerce. This research mainly focuses on online buying intentions within the Universiti Malaysia Kelantan (UMK) as the survey region. The study is restricted to undergraduate students of the Faculty of Entrepreneurship and Business (FKP) because they can gain a deeper understanding of consumer intentions towards social commerce, which will provide these students with a comprehensive understanding that will greatly benefit their entrepreneurial endeavors after graduation.

To study the main factors that affect consumers' intention to use online shopping, we rely on the technology acceptance model (TAM) and previous studies. This study aims to determine whether the four independent variables of perceived ease of use, perceived usefulness, perceived risk and perceived enjoyment influence the dependent variable, which is online shopping intention. The study also focuses on social commerce sites, including Instagram, TikTok and Facebook.

1.6 SIGNIFICANCE OF THE STUDY

The research proposal contains TAM theories on the major factors that consumers in social commerce use to determine their intention to engage in an online purchase as a dependent variable, as social commerce is an indisputable market emerging trend nowadays. It also discovered four significant independent variables for the research project. The research aims to enhance the knowledge of online consumer intention by exploring the relationship between key factors, including perceived ease of use, perceived usefulness,

perceived risk, and perceived enjoyment. Specifically, the results will provide a clear insight into the variables that influence online customers' decisions, their preferred social commerce channels, and what their implications are.

The outcome will further support previous research and provide clarification for incongruous conclusions from past research in this field. Although a substantial amount of research was conducted on customers' intention towards online shopping and the factors that impact it. But only a few research studies were conducted on the specific topic of intention toward online shopping among university students, particularly those enrolled in the Entrepreneurship and Business course for undergraduate students. The following will benefit greatly from the findings of this study:

1.6.1 Researcher

This study provides researchers with an opportunity to compare previous studies on the determinants of customers' online shopping intentions, examine whether the theories and independent variables proposed by earlier researchers yield consistent outcomes in this study, and assess the applicability and accuracy of these intentions to specific demographic groups. In addition, this study provides valuable insights for future researchers as a reliable reference for other researchers doing related studies and enabling them to get a comprehensive understanding of consumers' purchasing intentions in the context of online shopping.

1.6.2 Online seller

The study's findings will assist the online seller in determining the factors that influence their customers' intentions and understanding the impact of these aspects. Recognizing a customer's intentions in advance and being able to measure a consumer

accurately would enable them to develop their e-marketing strategies or techniques for attracting customers. An accurate comprehension of consumers' desire to purchase online and the elements that influence it may assist online sellers in effectively satisfying their needs. It also helps the seller in increasing sales to gain a competitive advantage in a market where consumers' expectations are high. The findings will empower online sellers to optimize their online business systems.

1.6.3 Consumer

This research will enhance understanding and research in the field of online shopping, particularly for student consumers. The objective is to provide a comprehensive framework for accurately forecasting and comprehending customer intention towards online shopping across social commerce platforms. Furthermore, the availability of study information in online shopping plays a crucial role in influencing customers' decision-making process about their choice to purchase at the store or online. They will be taught that online shopping may also meet their demands, provide an easier method to get product information, save time, and more. The findings may provide valuable perspectives to other consumers or help in enhancing the criteria for selecting a platform to purchase from.

1.6.4 Educator

This research is significant for educators as it provides extra information and expertise to academic professionals on consumers' online shopping intentions toward social commerce. The research findings and data may be shared with students and colleagues after comparing the theories and independent variables put out by previous researchers and finding out whether they provide consistent outcomes for students.

1.7 DEFINITION OF TERM

1.7.1 Purchase Intention in Social Commerce

Online shopping intention refers to the predictive element that influences customer behavior while utilizing the Internet to complete transactions (Wagner Mainardes et al., 2019). Customers' online shopping intention is commonly believed to be influenced by a variety of motivating factors. The switch from traditional shopping to online shopping is driven by an individual's intention to make purchases online.

1.7.2 Perceived Ease of Use

Perceived ease of use, as defined by Goundar, Lal, Chand, and Vyas (2020), refers to the perceptions formed by online buyers about the ease and convenience of using a certain system. This includes elements such as time-saving, cost-effectiveness, a specific system is effortless, and so on. In the digital world, perceived ease of use has an inextricable association with the ease of engagement of online buying platforms such as applications, stores, and websites.

1.7.3 Perceived Usefulness

Perceive usefulness can be defined as an individual's belief that the improvement of their job performance can be attained through the use of a particular system and that the system will provide them with new features that secure and facilitate performance (Makmor et al., 2017). Perceived usefulness is also described as a person's attitude towards improving their performance on the work at hand by utilizing a certain system (Agrebi & Jallais, 2015).

1.7.4 Perceived Risk

Perceived risk is a significant and hindering factor that impacts customer intentions to engage in online shopping. When engaging in online purchasing, customers face increased risk due to the absence of direct interaction with merchants or the products in issue (Jarvenpaa et al., 2000; Pavlou, 2003). Online consumers express apprehension over the hazards involved with online transactions, including fraudulent activities and the possibility of not receiving the precise thing they ordered.

1.7.5 Perceived Enjoyment

Venkatesh (2000) described perceived enjoyment as the extent to which the usage of a particular technology is considered delightful in its own right without considering any related performance consequences coming from its use. Perceived enjoyment in this research of online shopping refers to the customer's perception that the experience will be pleasurable.

1.8 ORGANIZATION OF THE PROPOSAL

In the first section, we continue our research by introducing a study on university students' inclination to shop online versus social commerce. The purpose of this study is to learn about students' perspectives toward four independent variables: perceived risk, perceived usefulness, perceived ease of use, and perceived enjoyment of social commerce. Our study questions essentially seek to investigate the association between these four independent variables and social commerce sites. Our research goals are to identify, investigate, comprehend, and explain the relationship between these variables. Furthermore, the goal of this study is to increase undergraduate students at Universiti Malaysia Kelantan's propensity to shop online using social commerce. Then, our research focuses on the elements that influence undergraduate students at Universiti Malaysia Kelantan's desire to shop online.

The social commerce space is growing rapidly, and social platforms for buying and selling are expected to become an important element in the digital buying trend. This study has significant relevance for various parties, including researchers, consumers, and businesses. In framing this concept, the definition we apply involves four independent variables: perceived usefulness, as a user's personal evaluation capable of improving overall performance; perceived ease of use, measuring the individual's level of confidence in the discomfort of using a particular system; perceived risk, a subjective assessment of possible adverse effects or risks to health that may arise from certain actions, which are closely related to risky actions; and perceived enjoyment, measuring the level of intrinsic enjoyment in the activity of using a particular system, regardless of the performance effects that may

arise from such use. Thus, the first chapter of this study includes an in-depth exploration of attitudes, social trade, and research into dependent variables and related factors.

The findings from the second part of this study provide a comprehensive enlightenment on this technology, particularly for the new generation of reciter, as this part begins with a thorough examination of social commerce websites. This study also includes a theoretical discussion involving factors that influence the general view of social commerce sites. A grounded theory literature review has been created, revealing various ideas that have been frequently employed by academics. For example, take the Theory of Technology Acceptance Model (TAM). This theory is one of the theories that is frequently used to describe the elements that impact user and consumer acceptance of information systems and communication technologies.

This study focuses on user approval, usage goals, and technological use in relation to social commerce platforms. Previous study has showed how four separate aspects, each of which is an independent variable, influence customer perceptions of these social commerce platforms.The findings indicate that the independent variables, namely perceived risk, perceived usefulness, perceived ease of use, and perceived enjoyment, had the strongest link with the dependent variable, which is online buying intention.This study also gives theories concerning the relationship between the dependent variable (online shopping intention) and the four independent components, with good results. The second chapter contains a conceptual framework that outlines the activities gained throughout the investigation and is based on current knowledge derived from prior researchers in this sector's opinions and observations. The general purpose of this study is to analyze the factors that influence

university students' Faculty of Entrepreneurship and Business (FKP)'s attitudes on social commerce platforms.

This third chapter describes the research method, which is the process by which the researcher performs their study and demonstrates how they explain the objectives, issues, solutions, and findings derived from the data gathered throughout the research. A quantitative research design has been developed at Universiti Malaysia Kelantan's Faculty of Entrepreneurship and Business (FKP) to evaluate the independent variables that influence undergraduate students' impressions of social commerce. There are six sections in the questionnaire, one for each demographic, four independent variables, and one dependent variable. For this study, the quantitative data collecting technique was used since it allows the researcher to ask closed questions with prepared solutions. The study population is then described, which includes the whole faculty of six courses as well as the number of students registered in the session.

Furthermore, FKP students were chosen as survey participants, and the study methodology comprises a self-disclosure questionnaire in which respondents are neither led or separated when answering questions. A 5-point Likert scale ranging from strongly disagree to strongly agree was used to score the variables. A fixed question scale is used to assess the components that deal with mental qualities, beliefs, evaluations, and different sentiments. This 5-point Likert scale ranges from 1 (strongly disagree) to 2 (disagree), 3 (slightly agree) to 4 (agree), and 5 (strongly agree) to 5 (strongly agree). Gender (male or female), race (Malay, Chinese, Indian, and Others), subject of study (SAA, SAB, SAE, SAK, SAL, SAR), semester, and social commerce website are all measured on a nominal scale with no value of 0 assigned to any of them. The researcher used a ratio scale in this study to

identify the age, gender, race, field of study, semester, and frequency of use of social trading sites. SPSS was used to analyze the data, and descriptive statistics were used to test the analysis's reliability. Normal and standard alpha versions are employed in reliability analysis, whereas correlation analysis employs four independent variables. Multiple pilot studies may be required for some research, and either a qualitative or quantitative distributed sample group is used. The classic Q-Q Plot output is used to assess the normality of the data, and the findings show the influence of the independent variable on the dependent variable.

CHAPTER 2

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

A study on the variables influencing Universiti Malaysia Kelantan students' propensity to utilize social commerce sites and shop online is included in this chapter. To give all users, especially those who are new to online purchasing, a general grasp of the process, this section starts with a thorough overview of social commerce. An introduction to social commerce in Malaysia that covers the development, acceptance, and definition of each of the major ideas discussed in this piece. The second section will examine TAM's theoretical approach in order to give readers a better understanding of the study's primary theory and an illustration of its research design. The relationship between these DV and IV will be examined in this chapter. Perceived ease of use, perceived usefulness, perceived risk , and perceived enjoyment of online purchasing intention are some of these factors that influence social commerce behavior. A survey of pertinent literature on the chosen concept is provided in the next section. Using the research framework as a guide, the research hypothesis for this study was created. There is a summary at the end of this chapter.

2.2 UNDERPINNING THEORY

Extensive literature research has provided an abundance of hypotheses that are currently being utilized by scholars in their discussions surrounding non-conventional transactions within the realm of information technology (IT). Numerous cutting-edge theories have been employed in the conceptualization and implementation of this technology to initiate and propel various projects forward.

2.2.1 Theory of Technology Acceptance Model (TAM)
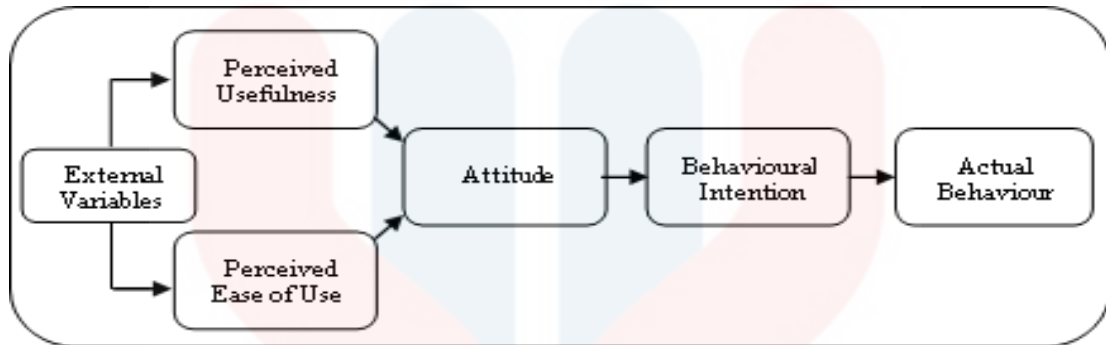
Figure 2.1: Technology Acceptance Model (TAM)

The technology acceptance model proposes that the way users perceive their efficiency and the utilization of technical tools ultimately dictate at what stage they acquire the desired item. The Technology Acceptance Model (TAM) is a theory that elucidates the process of how individuals acquire and utilize technology, specifically within the realm of computer systems. Individuals who consistently engage with technology are often considered to possess a stable system (Subawa, 2021).

Age is an important factor that influences a person's acceptance of technology. Attitude (A) plays an important role in determining behavioral intentions (BI) to use technology. Many people tend to familiarize themselves with modern technology before engaging in activities that require its use. This is primarily because technological advances, such as personal computers, are complex and require exploration to understand their potential in developing a business plan. Users' attitudes toward behavior and intelligence regarding technology may not be able to adapt to societal changes or disruptions, thereby inhibiting their willingness to learn how to utilize technology effectively. Therefore, the

actual use of technology, not just attitudes and intentions, is very important to achieve long-term results and make the right decisions (Widayat et al., 2020).

The Technology Acceptance Model (TAM) is a theory that focuses on how individuals adopt and utilize technology, as explained by Davis (1989). It emphasizes the importance of simplicity in technology systems, mirroring the way humans naturally interact with technology. Building upon TAM, the Technology Acceptance Model 2 (TAM2) introduces additional factors such as subjective norms, work schedules, and work-related conditions to better understand how individuals can achieve their objectives through technology adoption. This model suggests that individuals who embrace low-tech technology are likely to derive greater benefits from it compared to those who resist it. Expanding further, the Technology Acceptance Model 3 (TAM3) incorporates even more design elements, highlighting the potential of emerging technology to significantly improve people's lives in a more direct manner.

Apart from the sectors mentioned above, technology is also widely used in other industries such as banking, transportation and infrastructure management. These fields can greatly benefit from implementing the TAM3 model as it provides a reliable foundation for building businesses and disseminating knowledge to professionals across various disciplines. In terms of the benefits of internet use, individuals tend to believe that it can improve their overall abilities. Likewise, perceived ease of use is influenced by the perception that the Internet offers a more convenient and user-friendly experience (Davis, 1989).

The Technology Acceptance Model (TAM) has emerged as the most commonly used framework for predicting consumer purchase intentions in social commerce sites.

Researchers, such as Normalini et al., (2019), have replicated the TAM model by including individuals' perceptions of the usefulness and ease of use of online shopping platforms, based on existing theory. One of TAM's main advantages is its emphasis on ease of use, which has been proven to significantly increase productivity in the context of online shopping. To further improve the usability of TAM, researchers such as Venkatesh et al., (2003) suggest narrowing the scope of the problem and focusing specifically on ease of use, thereby allowing for a more targeted approach. Additionally, the predictive power of the TAM has been strengthened through the inclusion of additional factors such as perceived risk and perceived enjoyment. These two factors play an important role in shaping consumer acceptance of online shopping. Perceived risk refers to the stage at which individuals perceive the potential negative consequences associated with online shopping, such as the risk of becoming a victim of fraud or having their privacy violated. On the other hand, perceived enjoyment includes the stage where users perceive online shopping as a fun and entertaining experience. By considering these factors as well as usability and ease of use, the TAM model becomes more comprehensive and better equipped to predict consumer purchase intentions and behavior in social media platforms.

Factors that influence people's purchase intentions in social media can be linked to the Technology Acceptance Model (TAM). Users are more likely to accept and use social media platforms if they find it useful and easy to use, but their perception of risk and enjoyment also plays an important role. If users view online shopping as risky or unpleasant, it is unlikely that they will accept it even if they find it useful and easy. Therefore, online retailers need to address users' concerns about risks and enhance the enjoyment of the online shopping experience to increase the acceptance and use of online shopping.

The technology acceptance model theory suggests perceived ease of use and perceived usefulness are the main factors that influence people's acceptance of technology. However, in the context of purchase intention in social media platforms, additional factors such as, perceived risk, and perceived enjoyment are also considered in measuring students' willingness to use it.

The extended Technology Acceptance Model (TAM) theory encompasses two crucial factors, namely perceived risk and perceived enjoyment, which have the potential to significantly impact users' acceptance and utilization of technology. Perceived risk is the level at which individuals perceive the possibility of encountering negative outcomes when using a technological product or service. These adverse consequences may include infringements on personal privacy, breaches in security, or financial detriment. The extent to which individuals perceive risk can greatly impede their willingness to adopt and utilize a particular technology. Consequently, if users perceive a technology to be risky, they may exhibit hesitancy or reluctance in embracing it. In the extended Technology Acceptance Model (TAM) theory, perceived risk is recognized as a crucial determinant that can significantly shape users' attitudes and intentions towards embracing and employing a technology.

The concept of perceived enjoyment pertains to the level at which individuals view a technology as pleasurable and entertaining. This perception of enjoyment holds great importance in motivating individuals to adopt a particular technology, as they are more inclined to utilize it if they find it enjoyable. The extended TAM theory further emphasizes the role of perceived enjoyment as a crucial element that can shape users' attitudes and intentions regarding the use of a technology. The extended Technology Acceptance Model

(TAM) theory goes beyond the traditional factors that influence users' acceptance and use of technology by considering their perceptions of risk and enjoyment. This provides a more comprehensive understanding of the complex factors at play. As such, researchers and practitioners can utilize this theory to effectively identify and address any concerns or apprehensions users may have about the potential risks associated with adopting a new technology. Furthermore, by focusing on enhancing users' enjoyment of the technology, they can also leverage the theory to increase user acceptance and usage. Ultimately, the extended TAM theory offers valuable insights and strategies for promoting the successful adoption and usage of technology.

2.3 PREVIOUS STUDIES

2.3.1 Intentions to Use Social Commerce Sites

Examining the previously published literature on online shopping intention is crucial for understanding its present status. According to the research of Pavlou (2003), online shopping intention refers to the state in which a customer is enthusiastic and anticipates freely engaging in an online transaction. Many studies have shown a significant correlation between preference and attitude towards a product, which might serve as an intention of customers' future purchasing behavior, depending on their attitude (Kim & Ko, 2012). An illustration of the primary motivation motivating people to purchase online is the simple use, time efficiency, and convenience it provides.

In a study conducted by (Econsultancy,2019), researchers examined the intention of customers to make purchases using social commerce. The research revealed that when consumers use social commerce sites for purchasing, they also tend to provide feedback or share their experiences, which subsequently influences others' decision-making process prior to purchasing the items. 59% of the participants indicate that the information in social commerce will influence their buying intention. In his notable study, (Hajli,2012) formed the conceptual framework of social commerce constructs that should be examined concerning purchase intention. The findings show that communities and forums have a significant impact on purchase intention in social commerce. The other components, which are referral, recommendation, review, and rating, were shown to be statistically insignificant in this framework. Indeed, research has shown that it has a strong influence, and its effect is significant in shaping the purchasing intentions of consumers in the realm of social commerce.

Hajli (2015) researched the relationship between social commerce constructs and consumers' purchase intentions. The author recommends that using social media platforms like Instagram, Facebook, TikTok, and other similar tools may effectively facilitate communication, attraction, and retention of consumers to promote and sell. Social media gives a discussion platform for customers to make decisions as social media platforms facilitate consumer discussions that influence their purchasing decisions. Under such circumstances, consumers utilize social media platforms to seek assistance with their online purchasing decisions and obtain more information and data about online shopping. Friendly individual recommendations and suggestions tend to alter the intention to purchase online in social commerce sites.

A study carried out by (Sin et al., 2012) demonstrated that convenience substantially influences the intention of making online purchases using social media platforms. This is because social commerce provides customers with a clear direction and a simple way to purchase. Additionally, the simpleness and less effort required to buy products on websites are critical factors contributing to the achievement of success in social commerce. Since individuals often want to minimize both physical and mental effort when engaging in online shopping and purchasing, it is feasible to simplify the purchase process. Consumers find social media advantageous for online purchases due to its constant availability and accessibility. Consequently, their inclination to make online purchases would rise compared to physical retail stores. Nowadays, millennials believe buying things from physical stores is ineffective; however, they are more inclined to place quick orders for intriguing products through social commerce.

Moreover, according to earlier research published by (Reibstein, 2002), the convenience and ease of website functioning, simplified purchase processes, better website navigation, and widely available information will impact customers' intention to engage in social commerce. Individuals often engage in online shopping via social commerce sites due to the convenience of efficient mobile payment options and the widespread use of cashless transactions. This action aims to offer consumers efficient and simple payment methods while facilitating their satisfaction with online shipping within social commerce.

Additionally, the researcher obtained confirmation in the study conducted by Athapaththu & Kulathunga, 2018) that a number of factors were identified as having an impact on individuals' purchasing intention and increased involvement in online purchases via social commerce. For instance, individuals only need a computer device or mobile and a reliable internet connection to access different social commerce platforms on the internet. This allows them to spend short periods of time exploring diverse product categories and available items. In addition, consumers perceive this activity as requiring minimal effort and being achievable from the convenience of their homes, as long as they possess a reliable internet connection and a computer device or mobile. This enables them to efficiently navigate various websites, compare prices and products more effectively. This study has shown evidence that social commerce is convenient due to its ability to reduce the time required for the purchasing procedure.

2.4 HYPOTHESES STATEMENT

2.4.1 Perceived Usefulness

Many benefits come with shopping online, including the ability to compare prices, get the information you need quickly, spend less time shopping and live a better life. The extent to which individuals feel that using a strategic system will increase their success is known as perceived usefulness. Based on this, the degree to which a person perceives their task to shop online is known as perceived usefulness, and it is considered an innovation characteristic that helps provide a more effective way to measure customers' intentions to shop online.

The social media platform must help reach an agreement between the seller and the buyer so that each party can receive the perceived usefulness well. A job or the facilitation of one's work is one indicator that the usefulness of a system has been felt (Nkoyi et al., 2019). Perceived usefulness positively affects the intention to use the s-commerce web for shopping (Sawitri & Giantri, 2020). In line with research conducted by (Abed, 2020). According to (Tandon et al., 2016) Previous research has shown how intentions in several areas are influenced by perceived usefulness, the intention to shop online is strongly influenced by perceived usefulness. Furthermore, it was found by (Lim et al. ,2016) that the intention to shop online is determined by perceived improvements in life and lifestyle. Furthermore, research (Sohn, 2017) shows that establishing preferences for online purchases mostly depends on perceived usefulness.

However, according to (Davis's,1996) research, perceived usefulness has a greater impact on how often an online system is actually used than simplicity of use. It is thought

that this finding influences the online buying behavior of consumers in northern Malaysia and highlights the significance of perceived usefulness in influencing the actual usage of online purchases. Perceived usefulness directly and strongly affects the adoption of online purchasing, with China having the biggest impact on this behavior. Based on the findings of their study, customers' online shopping behaviors are significantly influenced by their perceived usefulness.

From the other previous studies perceived usefulness and online shopping. Intention (Chiu et al. 2005; Law et al. 2016; Moslehpour et al. 2018; Sukno and Riquelme 2019) and attitudes about e-shopping (Çelik and Yilmaz 2011) have already been found to be significantly positively correlated in prior research. Taiwanese online shoppers who view technology as a useful tool for online buying have been found by (Moslehpour et al., 2018) to make more purchases online. (Sukno and Riquelme 2019) discovered comparable outcomes in Chilean C2C e-commerce. (Ventre and Kolbe 2020) found that for Mexican customers ages 18 to 50 who utilize social commerce, the perceived effectiveness of online evaluations is a crucial determinant in their desire to shop online.

In order for both parties to fully appreciate the perceived usefulness, the social media platform needs to assist in bringing the vendor and the buyer to an agreement. One sign that a system has been effective is a job or the ability to do one's work more easily (Nkoyi et al., 2019). The intention to use the s-commerce web for shopping is positively impacted by perceived utility (Sawitri & Giantri, 2020). According to research by Abed (2020), purchase intention in s-commerce is strongly impacted by PU findings.

H1: There is a relationship between perceived usefulness and purchase intention in social commerce.

2.4.2 Perceived Ease of Use

The idea that utilizing modern technology frees oneself from effort is known as ease of use (Kucukusta, et AL., 2015). According to (Ozturk, et AL.,2016), buyers are more likely to plan to shop online when they perceive a system to be straightforward to comprehend, analyze, or operate.

Previous research (Ashraf et al., 2016; Kim & Song, 2010) showed that customers' perceptions of the flexibility and ease of use of online shopping influence their intentions to shop online. These customers' perceptions of the time-saving factors and ease of shopping are important determinants of their intentions. Additionally, it was explained by Hu et al. (2009) that intentions to shop online are highly correlated with perceived ease of use.

According to findings from other earlier research, purchase intention in social media platform is significantly and favorably impacted by perceived ease of use. The findings of this study support the notion put forth by (Childers et al. 2001), according to which customers prefer to utilize websites that are easy to use, straightforward, and don't involve extra work in order to make transactions. Additionally, the findings of this study corroborate those of studies by Sin et al. (2012), Cho & Sagynov (2015), Moslehpour et al. (2018), and Ha et al. (2019), which found that perceived ease of use significantly and favorably influences consumers' intentions to make online purchases. The findings of (Haba et al. 2017), who demonstrated that perceived usefulness had no bearing on purchase intention, are not supported by the results of this investigation. Because different sample techniques

and intervening variables were employed, the research's findings differ. In the study by (Haba et al. 2017), convenience sampling is used to ensure that samples are collected separately, and there are intervening variables to prevent perceived usefulness from directly influencing purchase intention. In order to allow perceived utility to directly influence the desire to purchase online, this research does not employ intervening variables. Instead, judgmental sampling is used in the sampling process to ensure that the respondents meet the established requirements.

Since the purchase button in s-commerce is still relatively new, a lot of user reviews and recommendations will affect the process for encouraging purchase intention when making purchases through s-commerce (Martínez-López et al., 2020). This is especially true when clicking the purchase button. Therefore, the influence of elements that improve, facilitate, and complement this pleasurable activity will have a greater effect on the purchasing behavior of individuals who enjoy making purchases (Kim & Kim, 2008; Rahman et al., 2018). Put another way, these customers will value the experience of the purchase more, so a straightforward and pleasurable mobile checkout procedure will be required. On the other hand, these individuals will find less value in mobile shopping than they would in conventional channels. As a result, they don't purchase for utilitarian purposes and have little desire to become better shoppers.

H2: There is a relationship between perceived ease of use and purchase intention in social.

2.4.3 Perceived Risk

According to (Dowling and Staelin 1994), perceived risk is the customer's assessment of the unpredictability and unfavorable effects of purchasing a good or service. Perceived risk was discussed in early 1960s consumer behavior and marketing studies(Bauer, 1960), as well as in the 1990s when the idea of online buying was first proposed (Mitchell, 1999).

Previous research suggested that confidence, or perceived risk, is one factor that influences purchasing intention. (Sheth and Howard, 1969). Proposed that confidence may be a significant factor in determining a person's intention to shop (Bannet and Harrell, 1975). Intention is positively correlated with brand confidence.

Furthermore, the term "perceived risk" describes how customers view the unpredictability and potential outcomes of partaking in a specific activity (BHATTACHERJEE, 2000; HA; NGUYEN, 2016). Numerous hazards arise when there is uncertainty about internet transactions. Financial risk, seller risk, privacy risk (personal information may be shared unlawfully), and security risk (credit card information stolen) are the categories into which (Pavlou, 2003) divides risks. According to certain research, perceived risk and the intention to purchase online are inversely correlated (Dowling; Staelin, 1994; Du; Mao, 2018; Hu et al., 2009; Chang; Chen, 2008).

According to (Forsythe et al. 2006), "the consumer's subjective perception of potential loss from shopping online" is known as perceived risk of online shopping. Numerous aspects of perceived risk in virtual environments were found. The following are the most widely used and pertinent to our field of study: Product performance risk is defined

as "the loss incurred when a brand or product does not perform as expected, is largely due to shoppers' inability to accurately evaluate the quality of the product online" (Forsythe et al., 2006). Financial risk is defined as "the potential monetary outlay associated with the initial purchase price as well as the subsequent maintenance cost of the product" (Grewal et al., 1994); After-sale risk is defined as the "possibility of loss suffered by the customer after purchasing, such as damaged product, fraud, and service guarantee claim" (Ashore and Said, 2016). Privacy risk is defined as "the possibility that online businesses collect data about individuals and use the information inappropriately" (Nyshadham, 2000). Thus, it may be claimed that perceived risk is a belief about the potentially unclear bad effects of an activity and the outcome attributed to that loss (Almousa, 2014).

According to survey data conducted in China (Chen et al. 2015), different bases of perceived risk have varying effects on consumer behavior. Whereas transaction cost risks merely have modest impact on contentment, perceived risks from individual anxiety created significant influences on consumers' satisfaction and repurchase intention. Perceived performance concerns also positively impacted the intention to repurchase. Online buying intention is significantly impacted by financial risk, quality risk, and information privacy risk, according to a 2016 study conducted in Malaysia by Folarin and Ogundare in the garment business. Notably, there was no discernible impact of delivery or security issues on the intention to order online.

This facet of the current study aims to determine the perceived risk of COVID-19, which is determined by an individual's subjective assessment of the likelihood and seriousness of contracting the virus when making in-person transactions in commercial venues. Purchase intention's utilitarian worth may be influenced by perceived risk (Chiu et

al. 2014). According to Nguyen et al. (2020), the majority of consumers are worried about the COVID-19 pandemic; as a result, this worry influences their consumption habits (Sheth, 2020).

According to earlier studies, purchase intention is influenced by perceived risk (Chiu et al. 2014; Zhang et al. 2018; Yan et al. 2020). (Yan et al.'s 2020) study examines the shifts in car-buying intentions prior to and following the COVID-19 epidemic in China. The findings showed that the epidemic's spread had a significant impact on some consumers' plans to purchase cars. Furthermore, it was noted that the likelihood of contracting the virus when traveling encourages users to take a variety of preventative measures (Yan et al. 2020).

H3: There is a relationship between perceived risk and purchase intention in social commerce.

2.4.4 Perceived Enjoyment.

Perceived enjoyment in the context of online purchasing refers to the customer's belief that they would enjoy themselves while shopping online. The hedonic component that influences the intention to shop online is perceived enjoyment. Pleasure is a powerful response that influences performance. It's enjoyable for customers to browse products online. One effective aspect of internet purchasing is enjoyment. It was suggested by (Lu and Hsu, 2004) that shopping had an impact on enjoyment. Online shopping has the potential to be just as fun as offline shopping and even more so than the former. According to (Triandis, 1980), a person's conduct may be influenced by their feelings of enjoyment, pleasure, and joy, which may lead them to shop online.

Another previous study, perceived enjoyment has not received much attention in research. More specifically, (Cheema et al., 2013) examined the relationship between reported satisfaction and intentions to shop online. Furthermore, (Tong,2010) makes clear that perceived enjoyment characteristics like excitement and fun have a significant impact on the willingness to shop online. Moreover, according to (Patel, et al. 's, 2020) found that felt enjoyment strongly predicts the propensity to shop.

According to the earlier research, people's perceptions of embracing and utilizing digital purchasing features are often gauged by their perceived enjoyment, which is a form of intrinsic motivation (Gharaibeh & Gharaibeh, 2021; Kauschinger et al., 2022; Tandon & Ertz, 2022). It is also employed to assess the degree of satisfaction experienced by users of features such as promo codes (So et al., 2021). Previous empirical research (Al-Zoubi & Ali, 2019; Gharaibeh & Gharaibeh, 2022; Mashal & Shuhaiber, 2019) revealed a strong association between people's intents toward digital purchasing features and perceived

enjoyment. According to this reasoning, users will be encouraged to utilize a feature if they find it enjoyable (Widiandita & Ketut, 2020). Furthermore, a customer's propensity to utilize digital purchasing platforms that are designed to be entertainment-oriented is predicted by 644 perceived enjoyments (Kumar, et al's, 2021; Sütütemiz, N et al., 2020).

According to recent research, users' perceived usefulness and satisfaction should be considered while designing their online experience (Smink et al., 2019). Developers of social commerce websites and shops seeking to join "online shopping platforms" must give priority to customer happiness, as it has a noteworthy and favorable effect on consumers' decisions to purchase clothing and goods from brand websites (Goraya et al., 2021). Given that customers are increasingly looking for hedonic components, this might be achieved by improving their perception of online enjoyment (highlighting the flexibility to shop from anywhere or take advantage of in-store promotions) (Natarajan et al., 2017). The paucity of studies on the relationship between online perceived enjoyment and buy intention in social media advertising, however, must be addressed (Alalwan, 2018). Moreover, there is a dearth of research on the role that perceived usefulness plays as a mediator between perceived online enjoyment and purchase intention.

H4: There is a relationship between perceived enjoyment and purchase intention in social commerce.

2.5 CONCEPTUAL FRAMEWORK

A conceptual framework serves as the researcher's synthesis of existing literature to elucidate the factors that impact the intention to engage in online shopping. It delineates the insights gained from prior studies, encompassing the perspectives and observations of other researchers.

INDEPENDENT VARIABLES   **DEPENDENT VARIABLES**
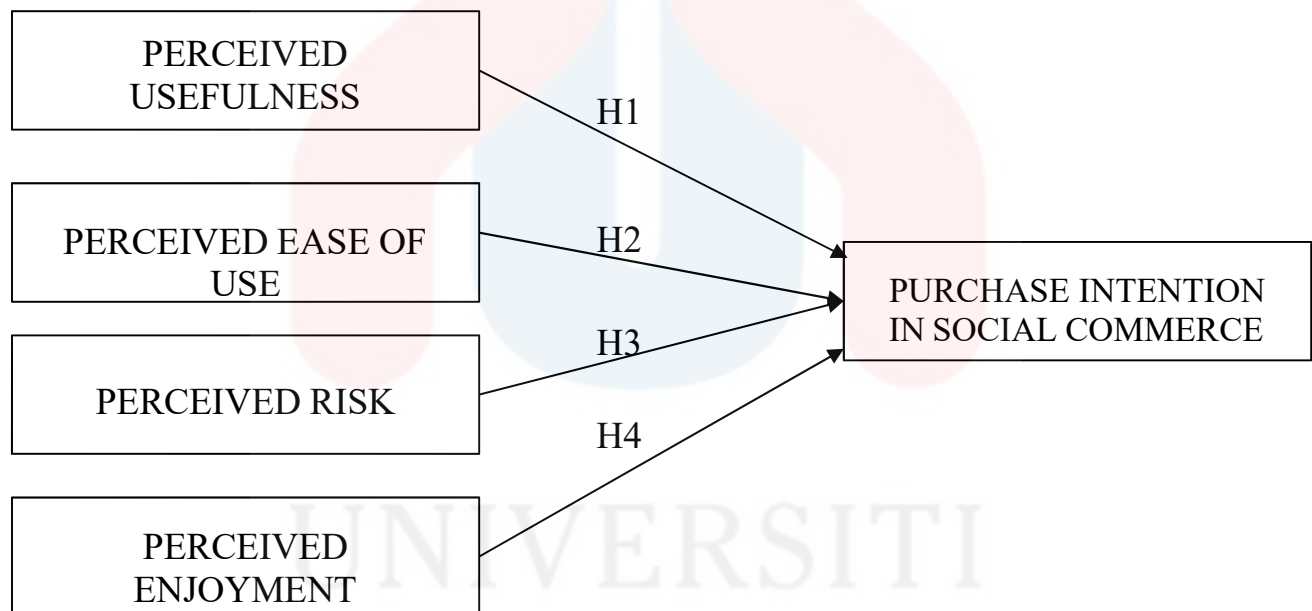
Figure 2.2: Conceptual Framework

Figure 2.2 illustrates this conceptual framework, encompassing perceived ease of use, perceived usefulness, perceived risk, and perceived enjoyment as independent variables, while the purchase intention in social commerce of university students from the Faculty of Entrepreneurship and Business is the dependent variable.

2.6 SUMMARY/ CONCLUSION

The purpose of this study is to look into the factors that influence undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, to shop online and use social commerce platforms." The Technology Acceptance Model (TAM) is used in this study to assess perceived ease of use and usefulness. It also looks into perceived trust and perceived enjoyment. According to the findings, consumers' attitudes towards social commerce platforms are highly influenced by perceived usefulness, considered ease of use, perceived trust, and perceived enjoyment. This conceptual framework provides both theoretical insights and practical direction for improving customer attitudes towards social commerce platforms by leveraging TAM, Social Presence Theory, and other important elements. The next parts will discuss the study's limitations and give the findings.

Table 2.1: Summary of Hypothesis

IVs	Statements
Perceived Usefulness	H0: There Is No Relationship Between Perceived Usefulness and Purchase Intention in Social Commerce Among Undergraduate Students at The Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is a positive relationship between perceived usefulness and purchase intention in Social Commerce Among Undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
Perceived Risk	H0: There Is No Relationship Between Perceived Risk and Purchase Intention in Social Commerce Among Undergraduate Students at The Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is a positive relationship between perceived risk and purchase intention in social commerce sites among Undergraduates 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 purchase intention in Social Commerce Among Undergraduate Students at The Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. H1: There is a positive relationship between perceived ease of use

	and purchase intention in social commerce sites among undergraduates' students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
Perceived Enjoyment	H0: There Is No Relationship Between Perceived Enjoyment and Purchase Intention in Social Commerce Sites Among Undergraduates Students at The Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.
	H1: There is a positive relationship between perceived enjoyment and purchase intention in social commerce among undergraduates' students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

CHAPTER 3

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

The approach used by researchers to carry out their studies is known as research methodology. It illustrates how these researchers convey their goals, problems, and solutions (Green, H. E. ,2014). In addition to the conclusion drawn from the data gained during the study methods, which are covered in the methodology section. This study will employ a practical online questionnaire survey approach. The following section covers population, sample size, and statistical techniques in turn. The next section provides a description of the pilot study, outlining the procedure for gathering data and going over the study's conclusions. This chapter is concluded with a summary.

3.2 RESEARCH DESIGN

The terms "research design" relate to the strategies and tactics used in the investigation to assess and compile any pertinent data. The kind of data required to address the research issue determines the approach that is taken. There are two different categories of methods: qualitative and quantitative. Any data that can be measured or counted is considered quantitative. It makes use of numerical data. If a researcher wishes to test a hypothesis or quantify anything, this quantitative method works well (Asenahabi, 2019). Contrary to descriptive data, which consists of observable but unmeasurable elements like color and emotion, qualitative data is descriptive (McCulloch, 2022). Qualitative data can be used to investigate concepts, meanings, and ideas.

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This study we use quantitative methods. A quantitative study design strategy was employed, utilizing an electronic questionnaire produced with Google Forms. The purpose of the research is to determine the factors that affect how students at the Faculty of Entrepreneurship and Business view social media sites. The goals of quantitative research include knowledge production and improved social understanding. Quantitative research is used by social scientists, particularly researchers, to examine phenomena or events that have an impact on people. Scholars analyze aggregate data using statistical techniques ranging from elementary to advanced. that use quantitative information collecting to compare pooled data or demonstrate correlations between data.

The group of individuals that can be researched with quantitative methods will be identified by the sample population. According to (Allen, m., 2017) through the use of measured or seen data, quantitative research employs scientific inquiry to examine issues regarding sample populations .The information gathered from the questionnaire will assist the researchers in determining how students at Universiti Malaysia Kelantan's Faculty of Entrepreneurship and Business perceive social commerce platforms' perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment in relation to their intention to shop online. The statistical software for social sciences (SPSS) was utilized to examine the collected research data. In order to gather important data on social trading platforms, researchers disseminated questionnaires via mass media platforms like Telegram and WhatsApp. We will use quantitative approaches to interpret all of the information wereceive.

3.3 DATA COLLECTION METHODS

In any subject of research, the primary source of information is data collecting. Using quantitative data collection techniques is the most effective way to get this type of data for this investigation. The assessment of numerical findings is linked to the gathering of quantitative data. Using a survey as a data source and asking questions to gather answers that reflect preferences, behaviors, opinions, and trends, among other quantifiable features, is a common example of quantitative data collecting. This study uses a questionnaire to identify the characteristics that influence students at the Faculty of Entrepreneurship and Business inclination to purchase online for social commerce, partly due to the popularity of quantitative data collection methods. Despite the apparent simplicity of this idea, various methods have been employed to gather quantitative data. Descriptive, correlational, experimental, and other methodologies are included in the methodology.

Since the questions in this study are closed-ended and provide a list of potential responses, the researcher has chosen to collect data using quantitative approaches. This is used to pose a closed-ended inquiry with a list of potential responses. Researchers employ this technique because it makes things easier for participants, as all they have to do is select from a selection of pre-provided responses. Examining these variables that affect students at the Faculty of Entrepreneurship and Business intents to shop online for social commerce is a broad field of research that calls for a sizable sample size. As a result, the researcher can simultaneously contact a huge population by using closed-ended questions. Because researchers use standardized questions and responses, typing is made easier for them. The researchers will employ this technique to help them reach a larger audience and enable them

to modify the questions as they go along while conducting interviews over the phone, social media, and the internet.

3.4 STUDY POPULATION

Based on the questions and study's aims, the population selected by the researcher is the Universiti Malaysia Kelantan (UMK) students in Campus Kota at Pengkalan Chepa. The Faculty of Entrepreneurship and Business (FKP) is among several faculties at UMK from which researchers selected potential respondents for a survey related to the factors affecting online shopping intention. This study was conducted among 3559 students of the Faculty of Entrepreneurship and Business (FKP) who voluntarily participated in a questionnaire survey.

The Faculty of Entrepreneurship and Business (FKP) was formed in 2006 and is one of the first faculties created by Universiti Malaysia Kelantan (UMK). As an entrepreneurial university, FKP offers academic programmes and activities that specifically cater to the requirements of industry, students, and the community. These programmes and activities primarily concentrate on entrepreneurship, accounting, and business. FKP not only imparts fundamental knowledge to students but also instills entrepreneurial practice, talent, and skills. Moreover, to enhance their academic programmes and provide students with valuable opportunities, FKP collaborates with ACCA, IBFIM, CILTM, IMM, and other key partners.

FKP will be categorized into six programmes (SAK, SAE, SAR, SAL, SAB, SAA) according to various courses. The Bachelor of Entrepreneurship (Commerce) with Honors (SAK) degree is the first course available at FKP. The objective is to enhance students' understanding of entrepreneurship and business, encouraging their contribution to the

community and the country, particularly in areas of domestic and international trade. The duration of this course is four years, which is equivalent to 8 semesters, with each semester lasting half a year. The second programme offered is the Bachelor of Entrepreneurship with Honors (SAE). The learning material of SAE is similar to the SAK programme, but SAE implements a 2U + 2I instructional approach, covering four years. The 2U + 2I means that students must complete the following: attending university lectures for two years, participating in a one-year internship with accomplished entrepreneurs in relevant fields, and spending one year launching their own business under the direct supervision of the university. The primary objective of SAE is to cultivate graduates who possess strong entrepreneurial abilities and are extremely proactive in their approach.

While the Bachelor of Entrepreneurship (Retailing) with Honors (SAR) offers students a specialized and advanced education in the subjects of retailing and entrepreneurship, focusing on a distinct area of knowledge. To equip students with the skills necessary to succeed in the competitive retail industry, they must organize and manage their own retail business establishment, manage inventory, stay aware of advancements in technology (retailing), and be knowledgeable about global retail trends. The fourth programme is a Bachelor of Entrepreneurship (Logistics and Distributive Trade) degree with Honors (SAL). The SAL learning approaches use outcome-based learning, often known as a holistic approach, which incorporates industrial practices. This strategy aims to deliver students practical experience in several aspects of the logistics business, including warehouse management, operations, etc.

To deliver students with a comprehensive comprehension of real industry issues, problems, and opportunities in Islamic Banking and Finance, UMK created the program

FACULTY ENTREPRENEURSHIP AND BUSINESS

Bachelor of Entrepreneurship (Islamic Banking and Finance) with Honors (SAB). In addition, the program regularly organizes events related to the related course, such as "Program Case Study Competition in Islamic Banking and Finance" and "Program Islamic Navigation Toward Sustainable Accounting & Finance Festival", held in 2023. Lastly, the Bachelor of Accounting with Honors (SAA) is designed for those aspiring to become chartered accountants via the ACCA and MICPA. This programme is unique among IPTA in Malaysia since it incorporates the curriculum of professional organizations like ACCA and MICPA into its programme framework. This integration aims to enhance the employability and relevance of graduates in the labor market.

FACULTY ENTREPRENEURSHIP AND BUSINESS

UNIVERSITY OF MALAYSIA KELANTAN ACTIVE STUDENT ENROLLMENT FOR BACHELOR'S DEGREE SESSION 2023/2024

	GENDER	SAA	SAB	SAE	SAK	SAL	SAR	TOTAL FACULTY
SEM 1	Male	22	47	10	57	62	39	238
	Female	70	175	13	140	127	114	641
	Total	92	222	23	197	189	153	879
SEM 3	Male	22	45	12	44	50	41	216
	Female	67	163	36	134	138	136	683
	Total	89	208	48	178	188	177	899
SEM 4	Male		1		2			4
	Female							
	Total		1		2			4
SEM 5	Male	2	37	18	49	58	50	214
	Female	16	162	31	137	140	138	624
	Total	18	199	49	186	198	188	838
SEM 6	Male	3						3
	Female	13	2				2	17
	Total	16	2				2	20
SEM 7	Male	1	34	14	56	54	36	195
	Female		166	32	159	148	147	652
	Total	1	200	46	215	202	183	847
SEM 8	Male						1	1
	Female					1	11	12
	Total					1	12	13

SEM 9	Male		4	1	12	4	5	26
	Female		10		6	2	4	22
	Total		14	1	18	6	9	48
SEM 10	Male							
	Female				1		2	3
	Total				1		2	3
SEM 11	Male		1		2		2	5
	Female		1				1	2
	Total		2		2		3	7
SEM 12	Male							
	Female				1			1
	Total				1			1
TOTAL MALE		50	169	55	222	228	174	902
TOTAL FEMALE		166	679	112	579	555	555	2657
OVERALL TOTAL		216	848	167	801	783	729	3559

Table 3.1: Enrollment of Students Active in Bachelor's Degree Session 2023/2024

Based on the statistics provided by the Faculty of Entrepreneurship and Business (FKP), the overall number of actively enrolled students at Universiti Malaysia Kelantan (UMK) for the session 2023/2024 is 3559, including both male and female students. The number of male and female students is 902 and 2657, respectively. Table 3.1 reveals that the programme with the highest number of active enrollment students is SAB (Islamic Banking and Finance), with 848 students. SAK (Commerce) is ranked second in active student enrollment, with 801 students. It is followed by SAL (Logistics and Distributive Trade) with 783 students and SAR (Retailing) with 729 students. The number of active enrollment

students in the SAE course at Universiti Malaysia Kelantan (UMK) is currently 167, the lowest enrollment figure at the faculty FKP.

3.5 SAMPLE SIZE

The sample population size of the study is sufficient to provide an accurate representation of the entire population. The term "subjects" refers to a specific segment of the overall population that has been chosen for the study. It is not feasible to conduct research on every member of the population consistently, especially when the population is very large. A sample is taken from among 3559 students currently enrolled in the Faculty of Entrepreneurship and Administration at Universiti Malaysia Kelantan. According to KREJCIE and MORGAN (1970), the number of students in the sample is approximately 351 individuals. Table 3.2.2 shows the determining sample size of 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

Table 3.2: Determining Sample Size from a Given Population

3.6 SAMPLING TECHNIQUES

The sampling method employed in our study is non-probability sampling, also known as convenience sampling, which is used to select respondents. The sample will be distributed randomly to 351 respondents consisting of undergraduate students from the Faculty of Entrepreneurship and Business. Convenience sampling is a sampling method in which representatives are selected based on convenience of access and their ability to reach respondents by randomly distributing questionnaires. The method is that we will send a Google form via social media and people who are interested can answer this research questionnaire. This sampling technique works well in large populations because each individual in the population has an equal chance of being selected.

The questionnaire has been used as a data collection tool for this investigation. In order to gather the necessary data for the investigation, specific instruments from previous studies have been modified. The survey is divided into three sections, labeled as Section A, Section B, and Section C. The questions in this section pertain to respondents' demographic information and are included in Section A. Section B consists of measurement items related to users' attitudes, perceived risks, perceived ease of use, perceived usefulness, and perceived enjoyment. On the other hand, Section C focuses on measurement items that can be used to determine customers' purchase intention to shop online in relation to social commerce sites.

Data collection for this study was conducted using primary data which provide extensive descriptions of the applied methodology. The primary approach consists of surveys given to the study participants, all of whom are undergraduate students at UMK. All respondents who answered "yes" to this question during the survey distribution were taken into consideration to grant permission to participate in the research project, as well as their consent for the researcher to use the survey results for the research project.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

3.7.1 Questionnaire Survey

The reason why undergraduate students were selected for this research study is because individuals in their 20s are the primary users of social commerce platforms. While some may argue that using undergraduate students as a sample is a limitation in research, we specifically chose them for this study because they have a strong inclination towards using social commerce websites and are self-reliant when it comes to making online purchases (Um, 2018). As a result, we made the deliberate choice to focus our survey on undergraduate students from FKP as the target population for this study.

3.7.2 Questionnaire Design

The hypothesis testing serves as the foundation for this empirical study. In order to justify the relationship between the exogenous and endogenous variables, the predictions are based on previous research and referenced literature. Inference will be made from the data collected using quantitative analysis. However, this study consists of a self-administered questionnaire where respondents are not guided or isolated while answering the questions. According to Davis (1989), the questionnaire method is a commonly used research technique in sociological studies, empowering various data in the design path for structural analysis. This questionnaire is designed to assess the factors influencing the intention of Universiti Malaysia Kelantan (UMK) students to use social commerce sites. Therefore, the objective of the questionnaire is to ensure respondents' perceptions of the established, structured, and defined measurement items. However, this survey is a self-reporting questionnaire where respondents are not guided or accompanied while answering the

questions. Each of the three sections of the questionnaire contains clear and fundamental instructions. These questions utilize a five-point Likert scale, ranging from strongly disagree to strongly agree.

Section A: Respondent Profile and General Questions

This section takes demographic information from respondents such as age, gender, race, course, semester, and frequency of social media sites use.

Section B: Independent Variables

Questions in this section have been divided into part B1, B2. B3 and B4.

B1: Perceived Ease of Use.

The purpose of this study is to find out respondents' opinions regarding social media sites' convenience.

B2: Perceived Usefulness.

The purpose of this study is to find out how respondents feel about the usefulness of social media sites.

B3: Perceived Risk.

The purpose of this study is to determine how respondents feel about their risk when using social commerce sites.

B4: Perceived Enjoyment.

The purpose of this study is to find out if social media sites give excitement to respondents when using it.

Section C: Purchase Intention in Social Commerce.

Five factors pertaining to a respondent's objectives when utilizing these social commerce sites are covered in this section.

3.8 MEASUREMENT OF THE VARIABLES

3.8.1 Operationalization of Variables

Ordinal scale and Nominal scale are employed in the survey instrument for this study. The abstract characteristics of the factors under investigation, which are impracticable to quantify precisely, necessitate this decision. The scale is designed to elicit the attitudes, trust, evaluations, and emotions of respondents with regard to factor assessment. It is structured as a series of fixed-response questions. On a scale from least to most significant, respondents are requested to indicate their level of comprehension, contentment, or other corresponding sentiments regarding the statements contained in the survey. Section 'A' diverse range of question formats is in these sections, including single-answer multiple-choice that utilize five-point Likert scales. During sections 'B' through 'C,' participants are directed to indicate their degree of agreement with each statement by selecting one of the five alternatives provided. The responses are subsequently tallied on a five-point Likert scale.

3.8.2 Measurement Scale

3.8.2.1 Nominal Data

Nominal scales are utilized in our survey to collect data on a range of demographic variables, such as age (sixteen to twenty-one, twenty-two to twenty-five, and twenty-six and older), gender, ethnic origin (Malaysian, Chinese, Indian, and Others), and academic discipline (SAK, SAB, SAE, SAR, SAL, SAA). The purpose of each of these inquiries is to construct an exhaustive demographic profile for the individual being examined.

Section A will employ the nominal scale:

Gender/Jantina

Male/ Lelaki	
Female/ Perempuan	

3.8.2.2 Ordinal Data

Utilized to evaluate a specific concept, a Likert scale requests response from respondents regarding their position on a predetermined item. The responses have been categorized into six options using a five-point scale:

5 = Strongly Agree, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, and 4 = Agree.

Section B will be used. Likert Scale (5 points):

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

The interval scale enables variable values to be arranged depending on their sequence, and the discrepancies between these values represent their relative distances from one another. Intervals are made up of points on a line that are evenly spread apart. This scale is based on how numbers work. In this study, a Likert scale from 1 to 5 is used to measure people's plans to buy. This scale does not have a zero point, yet it effectively organizes and ranks answers to reflect variances. This research used statistical measurements, including the mean, median, mode, and standard deviation, to define core tendencies.

3.8.2.3 Interval Data

This particular kind of data will be used in parametric tests, such as the Pearson Correlation. In this dataset, researchers will use the utilization of continuous intervals for measurement purposes. It is well known that interval data lacks a real zero point. This implies that within this particular data category, negative values may also be taken into account. This approach is appropriate for implementation in cases when researchers conduct the Pearson Correlation analysis, as it allows for the examination of the linear association between quantitative variables, which may manifest as positive correlation, no correlation, or negative correlation.

3.9 DATA ANALYSIS PROCEDURE

3.9.1 Analysis of data using SPSS

Statistical Package for the Social Sciences also known as SPSS will be employed to analyze and interpret the data in this study. Two distinct phases will comprise the data analysis. A descriptive statistical analysis will be conducted in the initiation phase to acquire a deeper understanding of the data. This entails the computation of means, values, and average scores, as well as the comparison of scores for each response with respect to each scale. The statistical data will serve as the foundation for future investigations. Furthermore, to ensure the precision of system operations, overall means, standard deviations, and skewness will be calculated for each factor using individual scores. Following this, the information will be converted, and the reliability of the content will be evaluated utilizing Cronbach's alpha.

3.9.2 Descriptive Statistics

Various statistical methods are employed to examine the research inquiries during the second phase. Descriptive statistics are used to examine the influence of certain determinants on online purchase intent and to establish control over specific variables during statistical investigations on others. Descriptive statistics are often used to evaluate survey demographic information such as semester, age, gender, ethnicity, and academic field. Each of these variables is subjected to a thorough statistical examination to confirm its validity.

3.9.3 Analysis of Reliability

In this study, reliability analysis is used to assess the acceptability and validity of the questionnaires. The survey questionnaire will be sent to a subset of undergraduate students who are currently enrolled in the Faculty of Entrepreneurship and Business at the University of Malaysia, Kelantan. These students are selected based on their consistent engagement with social commerce platforms and frequent participation in online purchasing activities.

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Table 3.3: Table of Cronbach's Alpha

Sources: Adopted from article Sink.springer.com

Cronbach's Alpha is one of the reliability tests that are conducted by SPSS. Standard and regular versions of alpha versions are employed in the realm of reliability analysis.

3.9.4 Pearson's Correlation Coefficient Analysis

Pearson Correlation is applied in this research to assess the strength of a linear connection between two variables, both of which may be defined on an interval and/or

ratio scale. The key aims of this investigation are to uncover correlations between independent and dependent variables and to make judgments about whether to accept or reject hypotheses. The generally used range of -1 to 1 is helpful in determining the strength of the coefficient's relationship. A coefficient of 1 indicates a positive correlation between the variables, while a coefficient of -1 indicates a negative connection. The degree and direction of the association are the essential factors of interest in correlation analysis.

Interval coefficient	Relationship level
0.80-1.000	Very strong
0.60 – 0.799	Strong
0.40 – 0.599	Moderate
0.20–0.399	Weak
0.00–0.199	Very weak

Figure 3.1: Figure of Pearson's Correlation Coefficient Analysis

Sources: Adopted from article Research Gate

This figure shows Pearson Correlation to determine the strength of a linear relationship between two variables that are both assessed using ratio and interval scales.

3.9.5 Correlation Analysis

This investigation consists of a total of four independent variables: perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment. The objective of doing a correlation analysis is to ascertain the relationships that exist between the

independent variables and the dependent variable, which in this case is the desire to make purchases online.

3.9.6 Pilot Test Analysis

A pilot study is the initial phase in the research procedure and is often a smaller-scale study that aids in the design and adjustment of the major study. A pilot test, which involves a minimum of 30 participants, is a preliminary assessment carried out prior to the whole deployment of a research survey. The primary objective of this pilot study is to evaluate the comprehensibility, pertinence, and efficacy of the survey tool, therefore enabling researchers to detect and address any possible concerns. The procedure includes the selection of a representative sample, the administration of the survey to the selected participants, and the meticulous analysis of their replies. By using an iterative feedback loop, researchers have the ability to enhance the survey instrument, guaranteeing that the questions are unambiguous, impartial, and relevant to the intended audience. The knowledge acquired from the pilot test provides valuable information for making improvements to enhance the overall quality of the survey, hence increasing its reliability and validity for future administration on a wider scale to the target population.

3.9.7 Normality Test Analysis

A normality test is used to ascertain whether the sample data originates from a community whose population adheres to a regular distribution, within a specified tolerance. Statistics like one-way and two-way ANOVA tests and the student's t-test need a normal sample population. Normality plots are made using conventional Q-Q plots.

Such graphs illustrate data points that, given an even distribution of the data, closely align with the diagonal line. On the contrary, significant non-linear deviation of data points from the mean value suggests that the data does not adhere to a normal distribution.

3.10 SUMMARY / CONCLUSION

In order to determine the level of consumer knowledge of social commerce platforms and the factors influencing online buying intention toward social commerce, this study was conducted among students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The investigator devised a survey instrument to gather information, which was then analyzed using the statistical package for social science (SPSS). The data were analyzed using correlation tests, reliability analysis, and descriptive analysis. It demonstrates how the independent variable affects the dependent variable. Based on the conclusions drawn from the social commerce platform analysis, it is critical to carry out this research in order to expand on the significance of consistently influencing the social commerce platform with regard to online buying intention.

CHAPTER 4

CHAPTER 4: DATA ANALYSIS AND FINDING

4.1 INTRODUCTION

This chapter's nine sections cover the data analysis. This chapter is divided into several main sections. The first section provides an introduction, and the second and third sections present evaluations of straight layers, missing data, and data filtering techniques. The following sections include elements for respondent data analysis together with the information about the respondents. The measurement model's findings using construct validity and reliability are presented in Section 6. In part seven, the spearman analysis and data normalcy are covered. The results of the structural model that was employed to assess the theories developed in Chapter 2 are reported in Section 8. This chapter's summary closes the last one.

4.1.1 Pilot testing

In reliability testing, internal consistency and Cronbach alpha are employed. According to Ming et al. (2020), a Cronbach alpha coefficient value between 0.6 and 0.8 is considered moderate and acceptable. If the indicator variable only contains two or three items, a lower value is acceptable because the Cronbach alpha value is heavily dependent on the number of items. Using the reliability test from a pilot study the researcher did with thirty respondents, the validity of the variable was found to be acceptable in this investigation.

Table 4.1: 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 0.5	Poor
0.5 > A	Unacceptable

Source: Soon et al., (2020)

4.1.2 Reliability Test for Pilot Test

Table 4.2: Reliability Test for Pilot Test

Variable	Number of items	Cronbach Alpha
Perceived usefulness	6	.762
Perceived ease of use	6	.726
Perceived risk	6	.638
Perceived enjoyment	6	.744
Purchase intention in social commerce	6	.808

A pilot study was carried out to assess the data's reliability using Cronbach alpha. The variable's Cronbach's alpha value is greater than zero. and ranges from 0.6 to 0.7. This suggests that all of the variables' pilot test assessments were accurate in this investigation. After deciding on Cronbach's alpha value, the researcher conducts the real study by distributing the questionnaire in the field.

4.2 PRELIMINARY ANALYSIS

Before the researcher gives the questionnaire to the intended responders, a test known as the pilot test needs to be finished. Kieser & Wasmer (1996) state that the primary goal of the pilot test is to investigate how the study approach minimizes the sample size. For real testing, a sample size of 10% to 20% is needed for the pilot test, according to Simon & Goes (2011). This is regarded as a reasonable number of responses. For the pilot test, a batch of thirty questionnaires was thus given.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

4.3.1 AGE

Table 4.3: Respondent Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 21 years	35	9.9	9.9	9.9
	21 to 25 years	317	89.8	89.8	99.7
	26 years and above	1	.3	.3	100.0
	Total	353	100.0	100.0	
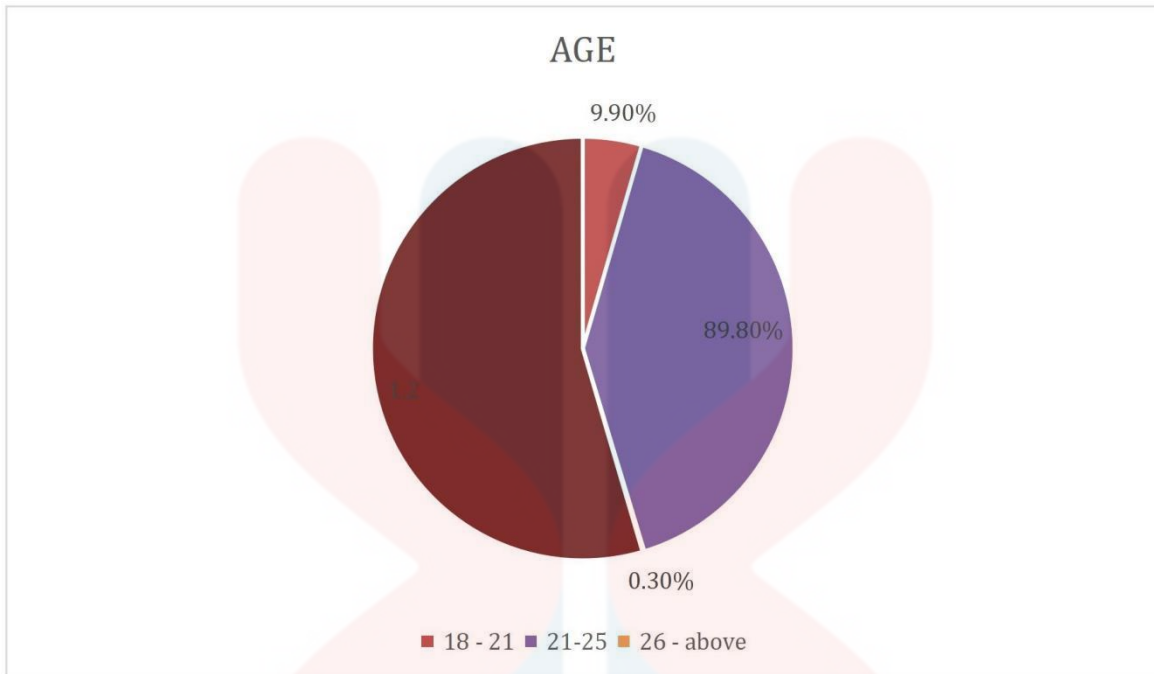
Figure 4.1: Pie Chart of Age

Figure 4.1 displayed the age distribution of the participants. 35 respondents (9.9%) were in the 18–21 age group, 317 respondents (89.8%) were in the 21–25 age range, and 1 respondent (0.3%) was in the 26–year age range. The total frequency responder count broken down by age.

4.3.2 GENDER

Table 4.4: Respondent Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	141	39.9	39.9	39.9
	Female	212	60.1	60.1	100.0
	Total	353	100.0	100.0	
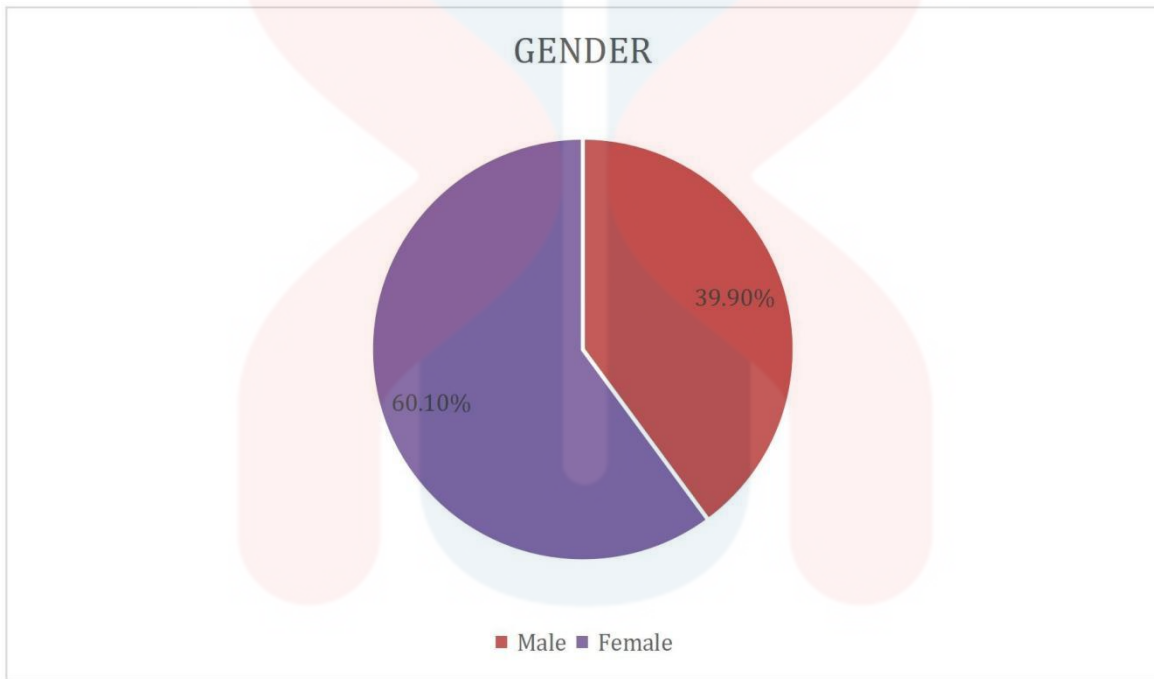
Figure 4.2: Pie Chart of Gender

Figure 4.2 displayed the respondents' gender distribution as a pie chart. Out of the 353 respondents that filled out this questionnaire, the total number of respondents by gender. 212 respondents, or 60.1% of the total, were female, and the remaining 141 respondents, or 39.9%, were male.

4.3.3 RACE

Table 4.5 Respondent Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	227	64.3	64.3	64.3
	Chinese	87	24.6	24.6	89.0
	Indian	29	8.2	8.2	97.2
	Other	10	2.8	2.8	100.0
	Total	353	100.0	100.0	
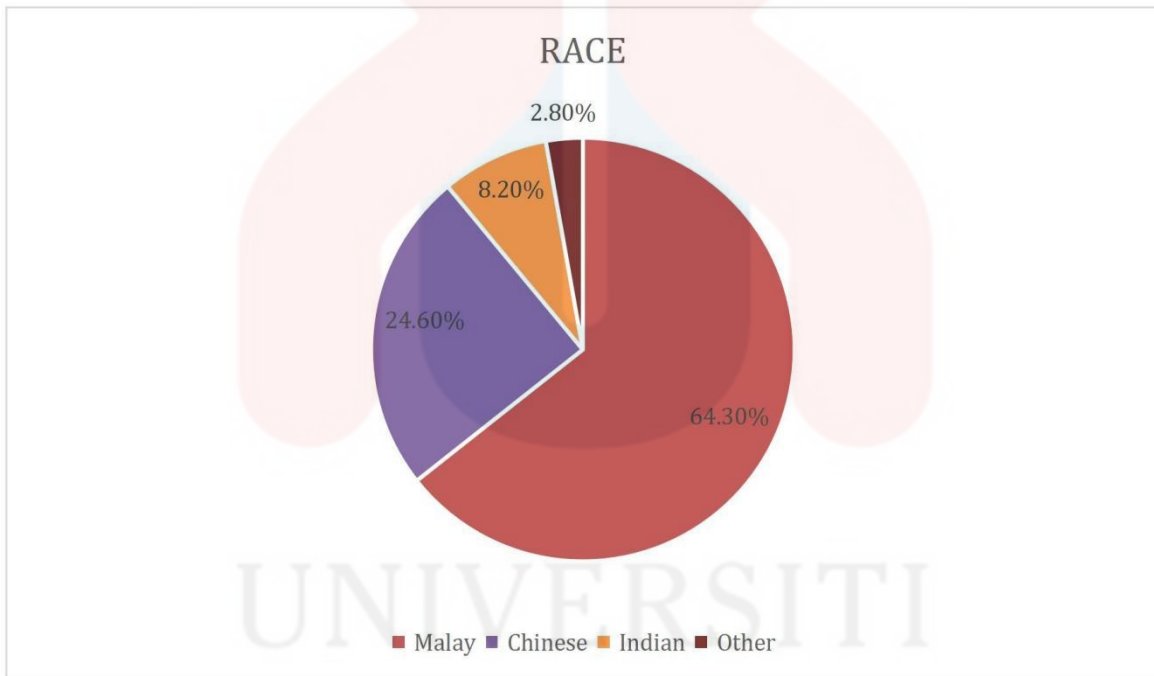
Figure 4.3Pie Chart: Race respondent

Among the 353 respondents that answered this questionnaire, Figure 4.3 displays a pie chart that breaks down the total number of respondents by race. 227 respondents (64.3%) are Malay, 87 respondents (24.6%) are Chinese, 29 respondents (8.2%) are Indian, and the remaining 10 respondents (2.8%) are other.

4.3.4 COURSE

Table 4.6: Respondent course

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAA	3	.8	.8	.8
	SAE	35	9.9	9.9	10.8
	SAK	140	39.7	39.7	50.4
	SAL	51	14.4	14.4	64.9
	SAR	83	23.5	23.5	88.4
	SAB	41	11.6	11.6	100.0
	Total	353	100.0	100.0	
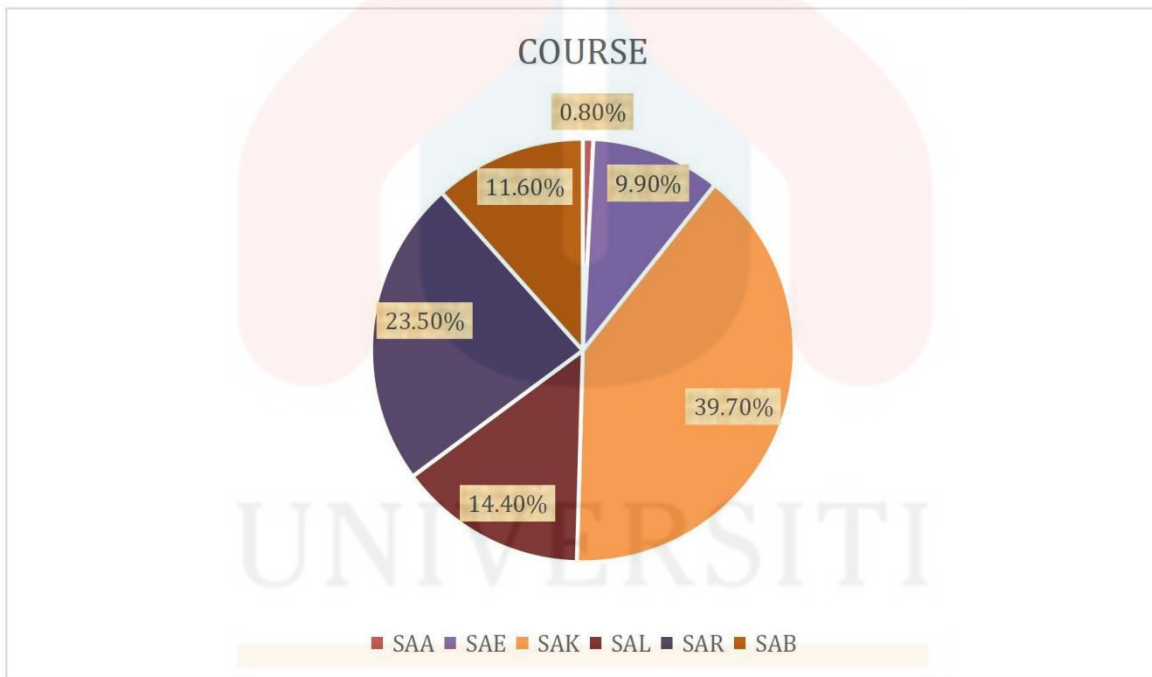
Figure 4.4 Pie Chart of Course

The pie chart showing the path of study of the questionnaire respondents at the Universiti Malaysia Kelantan's Faculty of Entrepreneurship and Business is displayed in Figure 4.4. The following courses were offered at this university according to the respondents: accounting (SAA), entrepreneurship (SAE), commerce (SAK), retailing (SAR), logistics and distributive trade (SAL), and Islamic banking and finance (SAB). According to the results,

students from SAK (36.7%), SAR (23.5%), SAL (14.4%), and SAB (11.6%) were the next largest responding group. Students from SAE (9.9%) and SAA (0.08%) made up the remaining group.

4.3.5 YEAR

Table 4.7: Respondent Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.4	3.4	3.4
	3	119	33.7	33.7	37.1
	4	222	62.9	62.9	100.0
	Total	353	100.0	100.0	
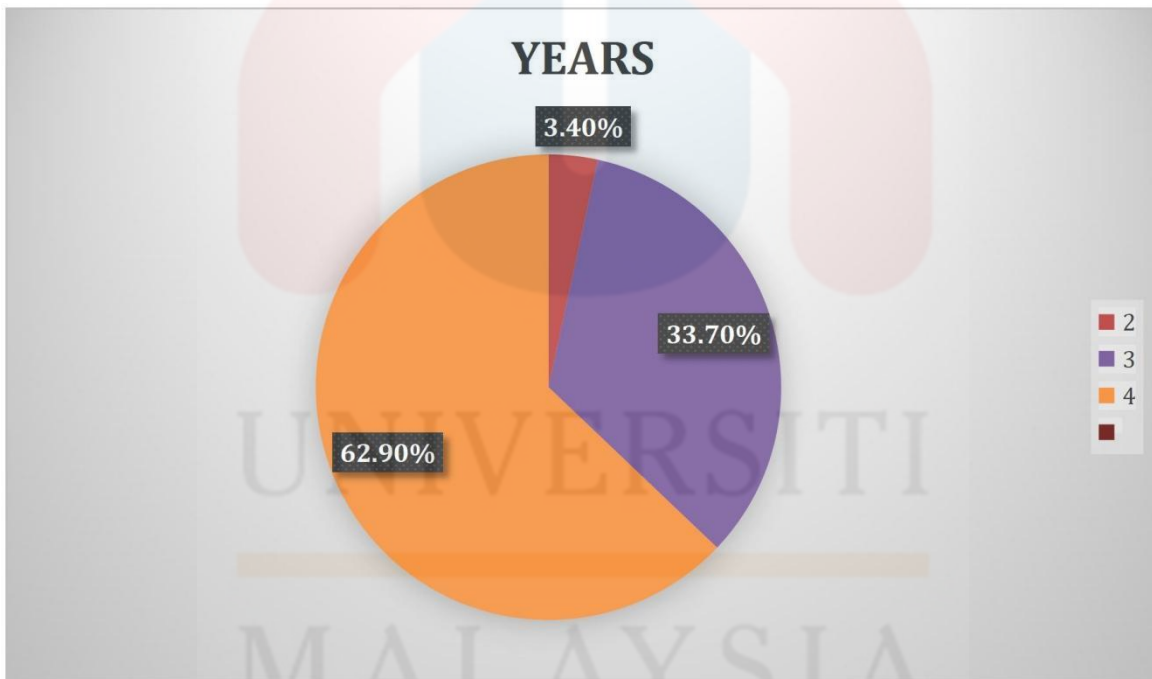
Figure 4.5: Pie Chart of Years

The pie chart displaying the respondents' study years was displayed in Figure 4.5. With 222 respondents (62.9%), fourth-year students make up the substantial percentage of respondents in this study, whereas just 12 respondents (3.4%) are from second-year students. Finally, with 119 respondents (33.7%), third-year students make up the moderate percentage of respondents.

4.3.6 AVERAGE SPEND ON SOCIAL MEDIA

Table 4.8 Average Spend on social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	4	1.1	1.1	1.1
	30 minutes to 1 hours	14	4.0	4.0	5.1
	1 to 2 hours	59	16.7	16.7	21.8
	2 to 3 hours	67	19.0	19.0	40.8
	3 to 4 hours	101	28.6	28.6	69.4
	4 to 5 hours	51	14.4	14.4	83.9
	More than 5 hours	57	16.1	16.1	100.0
	Total	353	100.0	100.0	
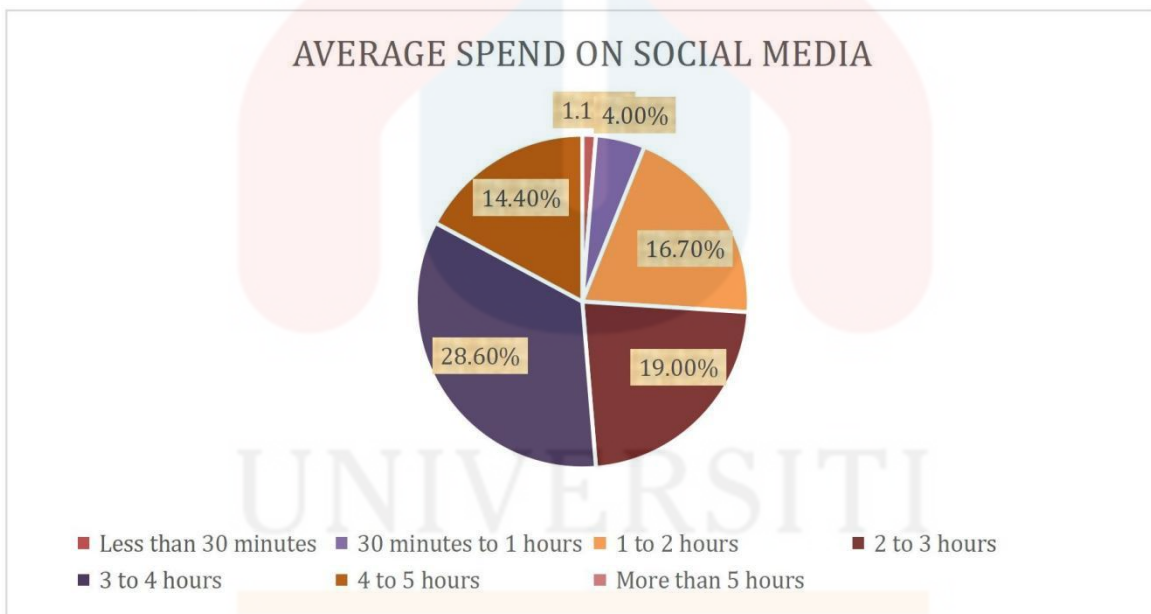
Figure 4.6: Pie Chart Average Spend on social media.

The majority of respondents, on average, spend time on social media, as shown in Table 4.8 and Figure 4.6. 101 respondents (28.6%) reported using social media for three to four hours, while 4 respondents (1.1%) reported using it for less than thirty minutes and 14 respondents reported using it for one to thirty minutes. After accounting for the remainder, 67 respondents (16.7%) spent an average of 2 to 3 hours on social media, 59 respondents (16.7%) spent an

average of 1 to 2 hours, 57 respondents (16.1%) spent an average of more than 5 hours, and 51 respondents (14.4%) spent an average of 4 to 5 hours on social media.

4.3.7 FREQUENTLY MAKE ONLINE PURCHASE THROUGH SOCIAL MEDIA

Table 4.9: Frequently Make Online Purchase Through social media.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rarely (Once a year or less)	22	6.2	6.2	6.2
	Occasionally (2-5 times a year)	74	21.0	21.0	27.2
	Monthly	203	57.5	57.5	84.7
	Weekly	36	10.2	10.2	94.9
	Daily	18	5.1	5.1	100.0
	Total	353	100.0	100.0	

FREQUENTLY MAKE ONLINE PURCHASE THROUGH
SOCIAL MEDIA

- Rarely (once a year or less) ■ Occasionally (2 - 5 times a year) ■ Monthly ■ Weekly ■ Daily
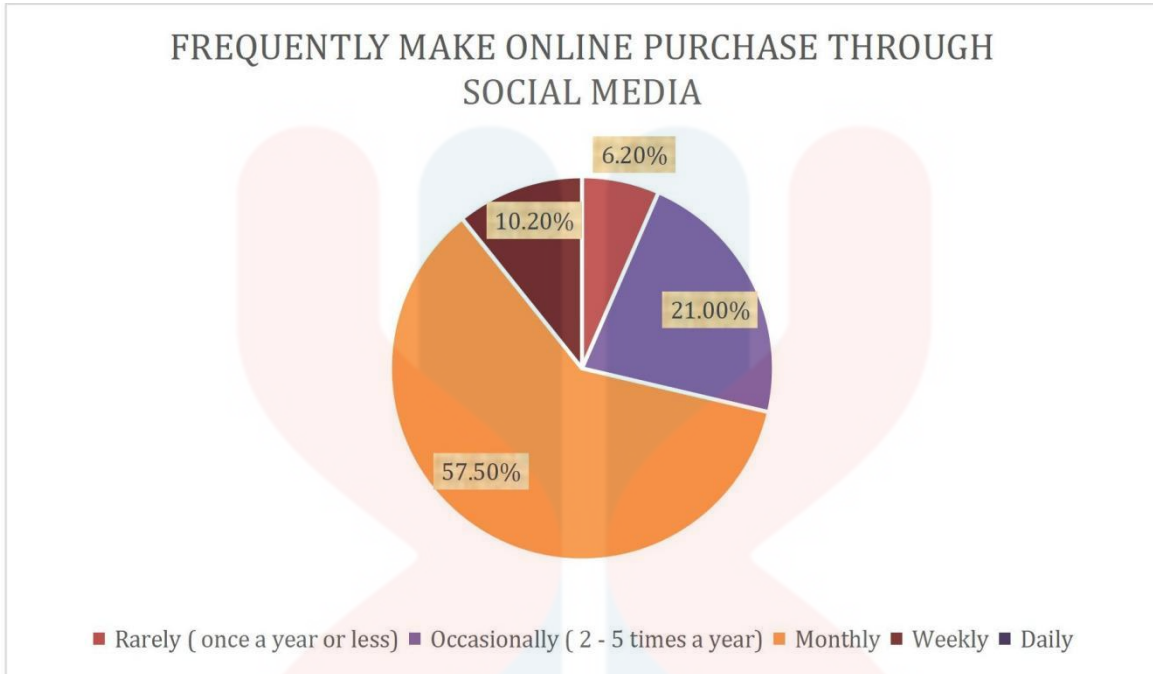
Figure 4.7: Pie Chart of Frequently Make Online Purchase Through social media.

Figure 4.7 and Table 4.9 demonstrate how often people use social media to make purchases online. A total of 203 respondents (57.5%) made an online purchase through social media each month, while 22 respondents (6.2%) and 18 respondents (5.1%) made an online purchase only sometimes (once a year or fewer). The second survey, which asked respondents if they ever made an online purchase using social media, found 74 respondents (21.0%), while the weekly survey found 36 respondents (10.2%) who made an online purchase using social media.

4.3.8 PREFERRED SOCIAL MEDIA PLATFORM

Table 4.10: Preferred Social Media Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	12	3.4	3.4	3.4
	Instagram	71	20.1	20.1	23.5
	Tik tok	220	62.3	62.3	85.8
	Twitter	8	2.3	2.3	88.1
	Other	42	11.9	11.9	100.0
	Total	353	100.0	100.0	
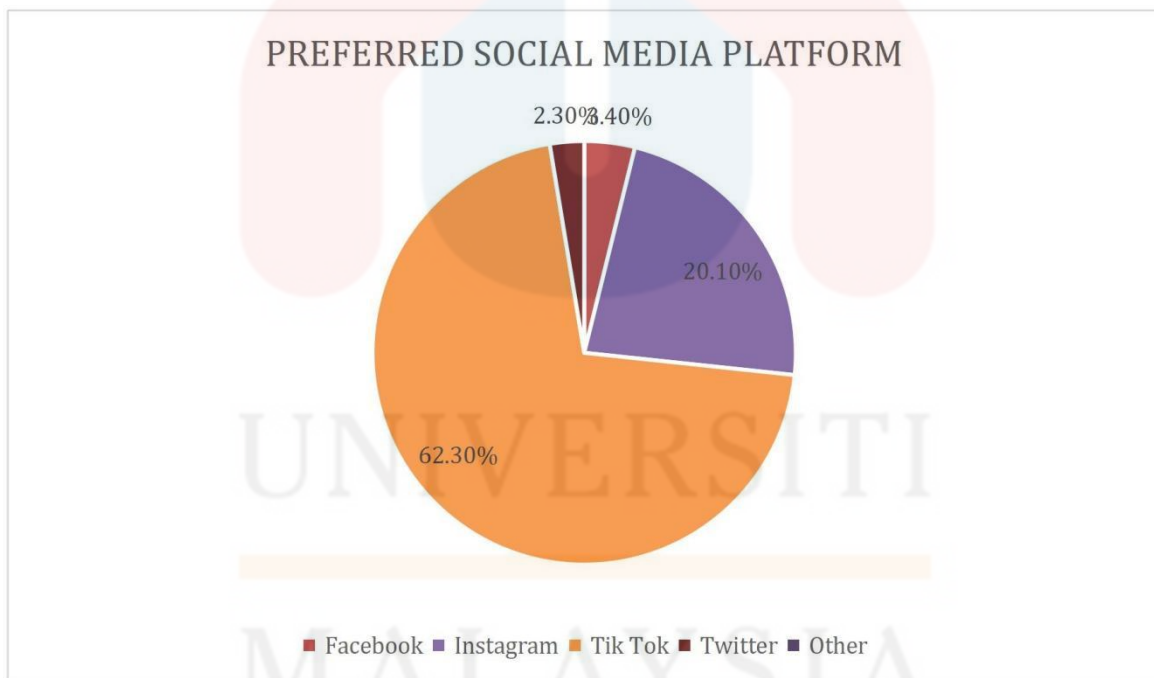
Figure 4.8: Pie Chart of Preferred Social Media Platform

Pie chart 4.8 and Table 4.10 Display your favored social networking network. Tik Tok was the most popular social networking platform among respondents, with 220 (62.3%) choosing

it. Instagram comes in second with 71 responses (20.1%). Facebook and Twitter, on the other hand, have a minority with 12 responses (3.4%) and 8 respondents (2.3%). Forty-two respondents, or 11.9%, provided the remaining percentage of preferred social networking platforms, followed by others.

4.4. Descriptive Analysis

4.4.1 Perceived Usefulness

Table 4.11: Table Perceived Usefulness

	N	Mean	Std. Deviation
Searching and shopping on these social media sites is useful for me	353	4.20	.504
Searching and buying on these social media sites makes my life easier	353	4.26	.579
This social media sites enable me to search and buy products faster	353	4.38	.541
The social media sites will probably enhance my effectiveness in goods searching and purchasing	353	4.32	.592
Using social media sites to acquire a product would allow me to do my shopping more quickly	353	4.24	.486
The social media sites will increase my productivity when searching for and purchasing goods	353	4.40	.556
Valid N (listwise)	353		

In table 4.11 perceived usefulness was analyzed descriptively, and the data collected from the questionnaire has been shown. The mean and standard deviation is ranked between (4.20 to 4.40) and (.486 to .592). The undergraduate's students at the Faculty of Entrepreneurship and

Business, Universiti Malaysia Kelantan (UMK) who is the respondents for this study, find that searching and shopping on these social media sites is a very useful. It can be inferred that social media platforms provide numerous features that facilitate effortless perusal of products and services, thereby influencing the respondent's perception of social media sites as beneficial.

4.4.2 Perceived Ease of Use

Table 4.12: Table Perceived Ease of Use

Descriptive Statistics

	N	Mean	Std. Deviation
Learning to operate the social media sites to buy a product would be easy to me	353	4.33	.594
The social media sites would be easy to be use to do my shopping	353	4.34	.515
My interaction with social media sites to buy a product will be clear and understandable	353	4.26	.575
The social media sites to buy a product would be flexible to interact with	353	4.28	.531
It would be easy for me to become skillful at using the social media sites to buy a product	353	4.32	.536
I believe that the transaction on social media sites are hassle-free	353	4.25	.560
Valid N (listwise)	353		

A descriptive examination of perceived ease of use is presented in Table 4.12. The current questionnaire indicates that the variable's mean value and standard deviation fell between the range of (4.25 to 4.34) and (.515 to.594), respectively. As a result, perceived ease of use describes how much a respondent believes a platform is simple to use, which has a domino effect of favorable effects. The website becomes easier to use, more pleasurable, and more accessible,

which boosts user satisfaction, adoption rates, and good word-of-mouth. Additionally, the lower learning curve promotes increased credibility and trust, which improves the user experience.

4.4.3　　　　Perceived Risk

Table 4.13: Table Perceived Risk

Descriptive Statistics

	N	Mean	Std. Deviation
Purchasing from this social media would involve more product risk (i.e. not working, defective product) when compared with more traditional ways of shopping. Ved Risk (IV)	353	4.22	.540
I am concerned that I may not get the product when purchasing from this social media site	353	4.21	.599
To protect my personal information, I prefer to pay in cash rather than using online transfer	353	4.15	.754
I feel that shopping on social media sites is nit secure enough to proyect my data	353	4.30	.704
There is a risk of getting scammed when shopping online on social media sites	353	4.38	.605
I am worried that the value of the product I purchase through media social accounts does not meet its price	353	4.39	.644
Valid N (listwise)	353		

A descriptive analysis of perceived risk can be found in table 4.13. Based on the replies from the respondents, the mean and standard deviation for this variable were found to be between (4.15 and 4.39) and (.540 to.754). We can thus draw the conclusion that addressing and overcoming the Perceived Risk of Use is necessary for fostering user participation on social commerce platforms and for establishing trust, as demonstrated by the undergraduate

students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan (UMK), who served as study respondents. By implementing transparent communication, utilizing user reviews and ratings, providing secure payment options, displaying trust badges, and having clear return and refund procedures, social commerce platforms may actively lower perceived risks.

4.4.4 Perceived Enjoyment

Table 4.14: Table Perceived Enjoyment

Descriptive Statistics

	N	Mean	Std. Deviation
I shall have fun when purchasing products over social media site	353	4.31	.587
Using the social media platforms to purchase a product would provide me a lot of enjoyment	353	4.18	.503
I think that purchasing product from social media platforms shall be interesting	353	4.33	.529
Using the social media platforms to purchase a product would provide me a lot of excitement	353	4.22	.501
I enjoy receiving information about products on social media sites before purchasing	353	4.24	.492
The process of sharing product information on social media sites is fun	353	4.23	.495
Valid N (listwise)	353		

Table 4.14 has been used as the basis for the descriptive analysis of the perceived enjoyment variable. The ranges of this variable's mean and standard deviation were noted as (4.18 to 4.33) and (.492 to.587). Therefore, it can be shown that the majority of respondents learned that a factor influencing buy intention in social commerce is perceived enjoyment.

Through the facilitation of a more enjoyable interaction with the social commerce platform, perceived enjoyment enhances user engagement. It is more likely that users will actively participate with social features, spend more time on the site, and explore the content.

4.4.5 Purchase Intention in Social Commerce

Table 4.15: Purchase Intention in Social Commerce

Descriptive Statistic

	N	Mean	Std. Deviation
I would shopping product at social media site	353	4.37	.550
I intend to use the social media platform frequently to shop for products	353	4.25	.605
I intend to purchase product using social media platform to get experience about online shopping	353	4.25	.545
I intend to use the social media platform whenever appropriated to do shopping	353	4.25	.529
I intend to continue to shop online in the future	353	4.29	.571
If I could, I would like to continue purchasing products using social media platform in the future	353	4.23	.533
Valid N (listwise)	353		

As demonstrated in Table 4.15, the dependent variable for this study is Purchase Intention in Social Commerce, which has been descriptively analysed. The mean and standard deviation that has been calculated from data collected from (4.23 to 4.37) and (.533 to .605) respectively. To summarize, Purchase Intention in Social Commerce is influenced by several aspects such as perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment. These elements interact in a complicated manner. Businesses that

effectively tackle these concerns can have a favorable impact on user intents, resulting in higher conversion rates and long-term success in the competitive social commerce industry.

4.5 VALIDITY AND RELIABILITY TEST

We may be more certain that the outcome of the researcher's test is almost the same as the outcome of a future test if we have a more reliable collection of scales or scale items. Reliability raises the question of whether each scale is measuring the same thing. This statistic is employed to determine the internal consistency of a set of scale elements. To make sure that the instruments used to measure the concepts are consistent, a reliability test on construct assessment methods is conducted. On the other hand, validity testing looks at the measurement accuracy of the tools selected to assess the subject.

The content validity was assessed using a questionnaire that an earlier researcher had completed and published in the journal. Additionally, a thorough literature search was done to support the text's legitimacy. Remarks and revisions were given to the observations made. The instrument's dependability was evaluated using Cronbach Alpha. When the Cronbach Alpha value for each construct is 0.7, the measurement model's internal consistency dependability is great; nevertheless, values of 0.7 or 0.8 are ideal in later phases.

Table 4.16: Result of Cronbach Alpha for Pilot Test

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 ≥ 0.5	Poor

0.5 > a		unacceptable

Table 4.17: Result Reliability Analysis on Constructs

Variable	Number of Items	Cronbach Alpha
Perceived Usefulness	6	.727
Perceived Ease of Use	6	.742
Perceived Risk	6	.788
Perceived Enjoyment	6	.769
Purchase Intention in Social Commerce	6	.819

Table 4.17 shows that every value variable in the current investigation has an accurate Cronbach Alpha estimate of greater than 0.6. Thirty items in the elements in the above table underwent reliability testing. As a result, the intention to utilize social commerce sites coefficient alpha, which is a required variable for all six questions, is 0.819. Perceived usefulness has a significant coefficient alpha of 0.727. Usability is rated at 0.742. Apart from that, the perceived risk's alpha is 0.788. the final factor, perceived enjoyment (alpha 0.769). Overall, the test results fall between 0.727 and 0.819, which is regarded as excellent reliability and encouraging for the research.

4.6. Normality Test

The graphical assessment of normalcy is aided by the normalcy test. The largest severe discrepancy between actual appropriation and predicted cumulative-normal dispersion is the basis for the Kolmogorov-Smirnov normalcy test (Ghasemi & Zahediasi, 2012). It has been demonstrated that this exam is not as exceptional as other tests in general. Its historical relevance is the reason it is included. Usually, the most prominent is the Shapiro-Wilk test; it does not involve doing the test and specifies a frequency variable.

Apart from that, a standardization metric is employed in statistics to determine if a set of data is representative of a normal distribution. For some statistical procedures to be planned or carried out on a daily basis, a distribution is required. At least two components have significance in the normalcy test. The most common characteristics of non-Gaussian distributions are non-linearity and interacting physical systems. Gaining more insight into the process initiation mechanism may also be possible by examining the distribution of the chosen variables.

Kolmogorov-Smirnov and Shapiro-Wilk tests were therefore used to ascertain the result. To ascertain normalcy, the skewness and pilot tests were employed. Significant results less than 0.05 were deemed normal in our investigation, whereas values greater than 0.5 were deemed abnormal. Table 4.18 displays the normalcy of the data, as indicated by a significance value of less than 0.05 and a skewness value of less than -1.

Table 4.18: Test of Normality

Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_PU	.129	353	<.001	.942	353	<.001
MEAN_PEOU	.188	353	<.001	.922	353	<.001
MEAN_PR	.166	353	<.001	.928	353	<.001
MEAN_PE	.232	353	<.001	.900	353	<.001
MEAN_PIISC	.180	353	<.001	.931	353	<.001

a. Lilliefors Significance Correction

Table 4.19 Descriptive

Descriptives			Statistic	Std. Error
MEAN_PU	Mean		4.3012	.01976
	95% Confidence interval for Mean	Lower Bound	4.2624	
		Upper Bound	4.3401	
	5% Trimmed Mean		4.3041	
	Median		4.3333	
	Variance		.138	
	Std. Deviation		.37129	
	Minimum		2.83	
	Maximum		5.00	
	Range		2.17	
	Interquartile Range		.50	
	Skewness		.005	.130
	Kurtosis		.465	.259
MEAN_PEOU	Mean		4.2984	.02006
	95% Confidence interval for Mean	Lower Bound	4.2589	
		Upper Bound	4.3379	
	5% Trimmed Mean		4.2994	
	Median		4.1667	
	variance		.142	
	Std. Deviation		.37694	
	Minimum		3.17	
	Maximum		5.00	
	Range		1.83	
	Interquartile Range		.50	

	Skewness	.182	.130
	Kurtosis	-.328	.259
MEAN_PR	Mean	.7257	.02392
	95% Confidence interval for Mean	Lower Bound .6786	.7727
		Upper Bound	
	5% Trimmed Mean	.7009	
	Median	.6667	
	Variance	.202	
	Std. Deviation	.44936	
	Minimum	.00	
	Maximum	2.33	
	Range	2.33	
	Interquartile Range	.67	
	Skewness	.696	.130
	Kurtosis	1.023	2.59
MEAN_PE	Mean	4.2517	.01882
	95% Confidence interval for Mean	Lower Bound	4.2146
		Upper Bound	4.2887
	5% Trimmed Mean	4.2486	
	Median	4.1667	
	Variance	.125	
	Std. Deviation	.35358	
	Minimum	3.00	
	Maximum	5.00	
	Range	2.00	
	Interquartile Range	.50	
	Skewness	.351	.130
	kurtosis	.415	.259
MEAN_PIISC	Mean	4.2753	.02170
	95% Confidence interval for Mean	Lower Bound 4.2326	4.3179
		Upper Bound	
	5% Trimmed Mean	4.2861	
	Median	4.1667	
	Variance	.165	
	Std. Deviation	.40768	
	Minimum	2.83	
	Maximum	5.00	
	Range	2.17	
	Interquartile Range	.67	
	Skewness	-.094	.130
	kurtosis	.287	.259

4.7 HYPOTHESIS TESTING

Correlation analysis is a widely used statistical technique, according to Anderson (1959), for determining the linear projections of two random vectors having the highest correlation. Correlation analysis was used when unsupervised data processing was required and numerous points of view were available (Dhillon et.al.,2011). a statistical method for determining whether objective data obtained from research methods such as surveys show any meaningful correlations, patterns, or trends. Based on the normalcy test result, the Spearman correlation was created to look into the relationship between customer feelings regarding social commerce platforms.

Table 4.20: Correlation Coefficient by (Ratner,2009)

Correlation coefficient	Internal consistency	Correlation
>-1.0	Strong	Negative Correlation
>- 0.7	Moderate	Negative Correlation
>- 0.3	Week	Negative Correlation
0.0	No linear	
0.1 0.39	Week	Positive Correlation
0.4 - 0.79	Moderate	Positive Correlation
0.8 - 1.0	Strong	Positive Correlation

The Spearman's correlation coefficient, an independent and dependent variable, quantifies the statistical link between two continuous variables. This test's objectives are to ascertain the correlation's significance and the acceptability of a hypothesis. The table below shows a significant association between the independent and dependent variables with a p-value of less than 0.05.

4.7.1 Perceived Usefulness (Hypothesis 1)

Table 4.21: Hypothesis of perceived usefulness

Correlations

			MEAN_PIISC	MEAN_PU
Spearman's rho	MEAN_PIISC	Correlation Coefficient	1.000	.632**
		Sig. (2-tailed)	.	<.001
		N	353	353
	MEAN_PU	Correlation Coefficient	.632**	1.000
		Sig. (2-tailed)	<.001	.
		N	353	353

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

Table 4.21 shows that the P-value is equal to <0.001, meaning that it is significant at the 0.01 alpha level for a two-tailed prediction. H1 is therefore approved. In social commerce, there is a positive association between perceived utility and purchase intention, as indicated by the correlation value of r = 0.632. The value that lies in the alpha coefficient range of 0.40 to 0.79 is the correlation coefficient of 0.632. Therefore, among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, there was a moderately favorable link between perceived usefulness and buy intention in social commerce.

C

4.7.2 Perceived Ease of Use (Hypothesis 2)

Table 4.22 Hypothesis Perceived Ease of Use

Correlations

			MEAN_PIISC	MEAN_PEOU
Spearman's rho	MEAN_PIISC	Correlation Coefficient	1.000	.674**
		Sig. (2-tailed)	.	<.001
		N	353	353
	MEAN_PEOU	Correlation Coefficient	.674**	1.000
		Sig. (2-tailed)	<.001	.
		N	353	353

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

Given that the result for a two-tailed prediction is less than 0.01 and the P-value from Table 4.22 equals less than 0.001, it is significant at the 0.01 alpha level.H2 is thereforeapproved. In social commerce, there is a positive association between perceived ease of use and purchase intention, as indicated by the correlation value of r = 0.674. The value that lies in the alpha coefficient range of 0.40 to 0.79 is the correlation coefficient of 0.674. Hence, among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, there was a moderately favorable association between perceived ease of use and purchase intention in social commerce.

4.7.3 Perceived Risk (Hypothesis 3)

Table 4.22 Hypothesis Perceived Ease of Use Correlations

			MEAN_PIISC	MEAN_PR
Spearman's rho	MEAN_PIISC	Correlation Coefficient	1.000	-.503**
		Sig. (2-tailed)	.	<.001
		N	353	353
	MEAN_PR	Correlation Coefficient	-.503**	1.000
		Sig. (2-tailed)	<.001	.
		N	353	353

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

Table 4.23 shows that the P-value is equal to <0.001, meaning that it is significant at the 0.01 alpha level for a two-tailed prediction.H3 is therefore approved. In social commerce, there is a negative association between perceived risk and purchase intention, as indicated by the correlation value, r = -0.503. The value that lies below the alpha coefficient range of >-0.7 is the correlation coefficient of -0.503. Therefore, among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, there was a moderately negative link between perceived risk and purchase intention in social commerce.
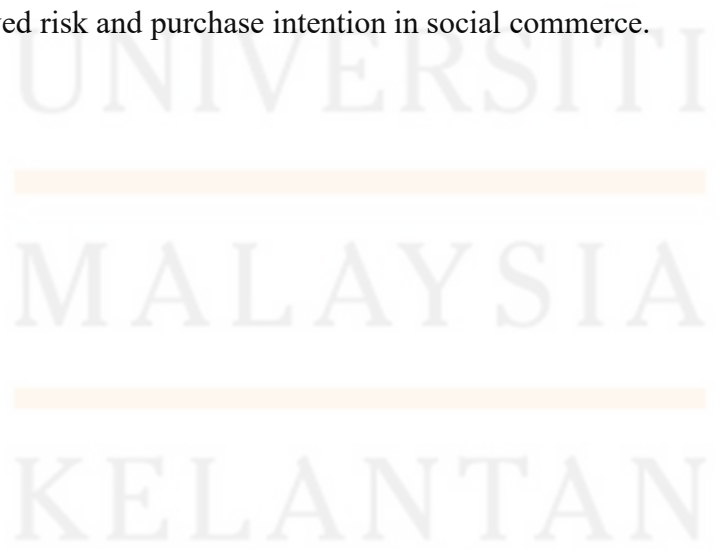
4.7.4 Perceived Enjoyment (Hypothesis 4)

Table 4.24 Hypothesis Perceived Enjoyment

Correlations

			MEAN_PIISC	MEAN_PE
Spearman's rho	MEAN_PIISC	Correlation Coefficient	1.000	.731**
		Sig. (2-tailed)	.	<.001
		N	353	353
	MEAN_PE	Correlation Coefficient	.731**	1.000
		Sig. (2-tailed)	<.001	.
		N	353	353

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

Table 4.24 shows that the P-value is equal to less than 0.001, meaning that it is significant at the 0.01 alpha level for a two-tailed prediction. H4 is therefore approved. In social commerce, there is a positive association between perceived enjoyment and purchase intention, as indicated by the correlation value of r = 0.731. The value that lies in the alpha coefficient range of 0.40 to 0.79 is the correlation coefficient of 0.731. Therefore, among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, there was a moderately favorable association between perceived enjoyment and purchase intention in social commerce.

4.8 Summary / Conclusion

In this chapter, the research findings have been examined. It will detail the methods used to get the data and recommend the best course of action. After the data has been processed and presented in the form of a graph for a more comprehensible display, the results will be assessed. The research findings have been discussed in this chapter. It will explain how information is gathered and how to do things correctly to get the greatest outcome. The effects of the data will be assessed following analysis and graph presentation for a clearer and easier to view display.

A more thorough explanation of the research's conclusions and their implications was given in the next chapter. The next chapter likewise covered the study's completion constraints, recommendations for additional research, and the conclusion.

CHAPTER 5

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

This chapter presents the last thoughts about the general results. This study highlights the potential importance of its findings for new researchers and examines opportunities for expanding the research into further areas. The researchers recognize the many consequences and difficulties faced throughout the study, providing recommendations for future research endeavors.

5.2 KEY FINDINGS

The aim of this study is to comprehensively examine the importance of purchase intention in the field of social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. The main objective of our research is to uncover the crucial factors that have a significant influence on the purchase intentions of these pupils. Furthermore, our research explores the intricate relationships between these factors and their impact on individuals' intents to make online purchases in the realm of social commerce. We seek to enhance our comprehension of the relationship between purchase intentions in social commerce and factors such as perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment.

The objective of this research is to identify the factors that influence the desire to make purchases in social commerce among students at Universiti Malaysia Kelantan. This study aims to offer a deeper understanding of the elements that influence customers' inclinations to participate in online buying via social commerce. Once the measurement model's validity

and reliability were validated, the structural model was thoroughly evaluated to investigate the hypothesized links in this study.

Hypotheses 1: Relationship between perceived usefulness and purchase intention in social commerce.

Hypotheses 2: Relationship between perceived ease of use and purchase intention in social commerce.

Hypotheses 3: Relationship between perceived risk and purchase intention in social commerce.

Hypotheses 4: relationship between perceived enjoyment and purchase intention in social commerce.

5.3 DISCUSSION

5.3.1 Hypotheses 1: Relationship between perceived usefulness and purchase intention in social commerce.

Positive Relationship between perceived usefulness and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

The finding of this study reveals a strong link between perceived usefulness and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. In previous research, the perceived usefulness of the social commerce website has a favourable impact on the intention to use it for purchasing (Sawitri & Giantri, 2020). A previous study conducted by Tandon et al. (2016) demonstrated that the desire to purchase online is significantly impacted by the perceived usefulness of online shopping. Moreover, Lim et al. (2016) discovered that the inclination to make purchases online is influenced by the perception of enhancements in one's life and lifestyle. Moreover, a study conducted by Sohn (2017) indicates that the determination of preferences for online purchases mostly relies on the perception of utility.

In conclusion, the research findings, specifically among undergraduate students enrolled in the Faculty of Entrepreneurship and Business at Universiti Malaysia Kelantan, provide a substantial contribution to our knowledge regarding the determinants of purchase intention in social commerce. Supporting a perception of utility on social commerce platforms is crucial in influencing the purchasing decisions of this technologically proficient demographic, as indicated by the positive correlation between perceived usefulness and purchase intention. These

observations have a dual impact: they enhance scholarly dialogue and provide pragmatic guidance for organisations and instructors who aim to comprehend and capitalise on the intricacies of social commerce among upcoming consumers.

5.3.2 Hypotheses 2: Relationship between perceived ease of use and purchase intention in social commerce.

Positive relationship between perceived ease of use and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan**.**

The finding of this study reveals a strong link between perceived ease of use and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. Previous studies have established that the perceived ease of use of social media platforms has a substantial and positive influence on purchase intention. The results of this research corroborate the proposition made by Childers et al. (2001) that consumers have a preference for websites that are intuitive, simple, and require no additional effort to complete transactions. Furthermore, the results of this research validate the conclusions drawn in prior studies (Sin et al. 2012, Cho & Sagynov 2015, Moslehpour et al. (2018), Ha et al. 2019), which all concluded that consumers' intentions to en theirgage in online purchases are substantially and positively impacted by their perception of the simplicity of use.

In conclusion, the positive relationship between perceived ease of use and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, contributes to a deeper understanding of the factors influencing

consumer behavior in the digital age. This research not only enriches academic discourse but also offers valuable insights for businesses and educators seeking to navigate and capitalize on the preferences and behaviors of the next generation of consumers in the realm of social commerce.

5.3.3 Hypotheses 3: Relationship between perceived risk and purchase intention in social commerce.

Negative relationship between perceived risk and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan.

The finding of this study reveals a strong negative link between perceived risk and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. According to the data findings, the moderately negative relationship exists due to individuals' reluctance to engage in social commerce, primarily driven by concerns regarding delays in delivery, online fraud, subpar products, quality issues, and lack of try-and-buy options. When risk increases, consumers tend to reduce their purchase intention in social commerce, which supports previous research (Shim et al. ,2001) that also discovered that perceived risk has a negative influence on online purchase intention. Pelaez et al. (2019) conducted a meta-analysis which confirms the concept of a negative link between perceived risk and purchase intention in e-commerce environments. Based on this data, it can be concluded that when consumers perceive significant risks associated with online purchasing in social commerce, they are likely to have a negative intention to shop on social media. However,

there is still a tiny possibility that they may continue to make online purchases. This result aligns with the findings of Lin and Wang (2015), who observed that purchase intention was significantly and negatively impacted by perceived risk. The result contradicts the study of Chiu et al. (2014), Perceived risk signifies that individuals are cognizant of the presence of potential hazards, including the disclosure of personal information, unguaranteed product qualities, and insecurity payment. The more sophisticated the risk perception of the consumers, the more their intention to engage in social commerce decreases.

In conclusion, the negative relationship between perceived risk and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, contributes to the body of knowledge on information systems by investigating user intention in the social commerce context through the perspective of perceived risk. This research also enables the comparison of prior studies to see how the perception of risks evolves over time in response to advancements in information and technology systems, as well as changes in customers' intentions and trends in social commerce platforms.

5.3.4 Hypotheses 4: Relationship between perceived enjoyment and purchase intention in social commerce.

Positive relationship between perceived enjoyment and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan**.**

The finding of this study reveals a strong link between perceived enjoyment and purchase intention in social commerce among undergraduate students at the Faculty of Entrepreneurship

and Business, Universiti Malaysia Kelantan. The moderate positive result have been achieved because hedonic features of shopping, in which customers get pleasure and enjoyment from the activity, are frequently linked to perceived enjoyment (Othman et al., 2019). Previous studies have established that the perceived enjoyment of social media platforms has a substantial and positive influence on purchase intention. Perceived enjoyment plays a significant role in influencing purchase intention on social commerce sites. PE refers to the extent to which using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use (Ramayah et al, 2005). In the context of social commerce, PE reflects the hedonic aspects of the shopping experience, such as the enjoyment and pleasure derived from interacting with the platform and making purchases. Furthermore, the influence of PE on purchase intention is also mediated by other factors such as perceived usefulness and perceived ease of use (Joo et al, 2014). When users find the social commerce platform enjoyable to use, they are more likely to perceive it as useful and easy to use, which in turn enhances their intention to make a purchase.

In summary, perceived enjoyment significantly shapes users' attitudes and perceptions, leading to a greater willingness to engage in purchasing activities on social commerce sites. This highlights the importance of providing an enjoyable and satisfying user experience to enhance purchase intention and drive actual buying behavior on social commerce platforms.

5.4 Implication of the Study

5.4.1 Theoretical Implication

This research has several theoretical implications. Firstly, the current study contributes to the research field by **offering relevant theories for purchase intention in**

the context of social commerce. To study these intentions, the Technology Acceptance Model (TAM) and extended Technology Acceptance Model (TAM) theory in social commerce research were discovered to be relevant and suitable for use. Therefore, this research enhances the scientific understanding and literature on customer purchase intention in the field of social commerce. The primary driver for consumer engagement in social commerce is the capacity to provide a pleasurable experience, closely followed by the platform's effectiveness in providing relevant transactional information. This contributes significant perspectives to the academic domain, particularly for academics in developing markets.

The second theoretical implication of this study is **integrating prior research into a single and comprehensive framework.** Previous research in this area has focused on a subset of factors and has ignored the ones proposed in the literature on consumer purchase intention in relation to social commerce, and no study has yet integrated the four factors of perceived usefulness, perceived ease of use, perceived risk, and perceived enjoyment of purchase intention. This research aims to provide a comprehensive analysis that integrates these various fields of study. Our data indicate that the primary factors influencing purchase intention, ranked by their level of impact, are perceived enjoyment, perceived ease of use, perceived usefulness, and perceived risk. The present study enhances the research domain by providing vital insights into the theoretical connections between the four factors and online purchase intention.

5.4.2 Practical Implication

From a practical viewpoint, this study contributes to **improve user experience on social commerce sites by firms**. The seller may benefit from this research by using the expected insights into the social commerce concept to assess customers' intentions for engaging in online purchasing. Sellers must possess a comprehensive understanding and formulate suitable strategies to enhance unique attributes of social commerce platforms in order to cater to a particular customer niche. Furthermore, retailers may use the finding data to tailor their methods according to the desires of the consumers. The ease of use of social commerce sites allows sellers to sell effortlessly while giving several purchase options and continuously updating product information. Moreover, the seller should strive to improve the ease of use of their social commerce platforms by simplifying the whole procedure, especially on mobile devices. The purchase procedure via social media is much quicker in comparison to the lengthy conventional technique. It's useful for buyers to quickly search for services and products, decide, and make a purchase in no time. This study aims to emphasize the function and significance of perceived usefulness and perceived ease of use.

An implication of this research is also to **highlight the significance of the perceived enjoyment for social commerce.** Through the use of social media, customers engage in meaningful discussions, share their experiences, and make well-informed purchase choices. They can also rely on their family and friends as trustworthy sources of information about the product or service. This implies that sellers need to deliver high-quality engagement and communication via reliable and up-to-date information on services and products to boost joyful experiences on social commerce sites since

perceived enjoyment will affect purchase intention on social commerce platforms. In addition, effective technological management is crucial for enhancing the overall enjoyment of online buying.

Besides that, the third practical implication of this research is to **highlight the importance of risk mitigation for social commerce.** For example, transparency in social media platform may mitigate consumer risk on the social commerce, particularly in developing countries where individuals are more susceptible to stories of lack and fraud of legitimacy. Further, the evolving regulatory framework, such as the general data protection regulation and its adoption in numerous countries, is altering the business environment. Consequently, this article ought to discuss the implications of ensuring the safeguarding of consumer-sensitive data in order to establish and maintain customer confidence in the platform. To ensure security in mobile-commerce transactions, the government may create a certification authority. This authority would review transactions, evaluate security measures, verify the identities of buyers and sellers, and issue digital certificates to those who fulfill the required security standards. Hence, the government can construct and uphold a legislative and judicial framework that establishes essential criteria and responsibilities for timeliness, fairness, and transparency.

Lastly, this research contributes to **enhanced interaction between sellers and customers on social media platforms.** Social media is a tool-driven approach to attracting and keeping customers, encouraging more social and interactive engagement for joint purchasing experiences. To build strong relationships and motivate purchases, live-streaming, product ratings and reviews, and recommendations are great methods to encourage continual customer interaction. Online sellers should enhance their bilateral

interaction with buyers and attentively listen to their feedback. By doing so, sellers may effectively make improvements and adjustments depending on the reviews and comments provided. Furthermore, Sellers should consistently strive to employ efficient tactics to exploit the potential of social media. This can be achieved by fostering user reliance on their brand, forming online groups and communities, incorporating influencer marketing, and minimizing consumers' perceived risk. These efforts aim to attract customers, establish a connection, and shape consumers' intention to buy products and services, ultimately leading to success, expansion, and profitability. As the relationship between the seller and the consumer grows over time, the consumers' intention to make online purchases in social commerce will also increase.

5.5 Limitation of the Study

The outcomes of this study proved noteworthy and expanded the depth of current information about consumers' intentions to buy on social commerce sites, but it is not without limitations. There must be difficulties and limitations encountered by the researcher while carrying out the task in this research.

Even though demographics were not examined in this study, it can't undeniable that the potential results of this inquiry are unquestionably valuable and in high demand, given that demographic variables (e.g., income, gender, education level, and age) may moderate responses and contribute to a more comprehensive understanding of consumers' intentions to engage in online shopping on social commerce platforms.

The first limitation of this study was that the **target population is limited to Faculty of Entrepreneurship and Business (FKP) students at University Malaysia Kelantan**; all

respondents were highly educated and had extensive expertise with social media platforms. The study participants include undergraduate students and professionals holding a degree, so the impact of purchase intention on social commerce sites may vary based on one's educational background. Likewise, each respondent originates from a distinct and diverse background. Because all survey participants are students from the same faculty and university, the likelihood of varying response outcomes is almost similar. Disparities may arise due to factors such as differing levels of expertise or limited exposure to the topic in question. This situation makes it more challenging for participants to express their opinions regarding the analyst's obligation to pose inquiries.

The **survey comprised an overwhelming plurality of youthful individuals**, specifically those aged 21 to 25(89.8%). Social commerce platforms are designed to be used by users of various age groups, not just limited to young people. That means the outcomes of this survey include the viewpoints of not just the youthful generation but also all other generations. Depending on their requirements, consumers of different age groups may adopt new technological systems at varying rates. Due to generational disparities, younger persons more easily assimilate new and sophisticated technology than their older counterparts. Hence, these variables could influence the precision and dependability of the conclusions in this investigation.

Furthermore, **the participants in the research are limited in terms of gender imbalance.** The study reveals that most respondents (60.1%) are female, while male respondents constitute just 39.9%. Thus, the survey's conclusions may mostly reflect the viewpoints of females. Women are more prone to possess or prioritize traits that align with connected selves, for example, emotional closeness or an inclination to communication. If

this interpretation is correct, disparities in response rates may be attributed to decision-making and purchasing intention variations between men and females on social media platforms. Moreover, different viewpoints on the findings may introduce bias and raise the margin of error. This may potentially influence how the outcomes are analyzed and evaluated.

A limitation of this research is that **the survey questionnaire was released exclusively via the online platform.** The researcher employed a questionnaire as the sole data collection method in this study to examine several hypothesized relationships. This is due to the increased likelihood of obtaining invalid data when conducting the survey online, as certain respondents may lack a comprehensive understanding of the topic at hand matter. Hence, the study might explore other data distribution methods, such as conducting a face-to-face survey, to enhance the reliability and validity of the data.

In the questionnaire survey, the researcher **adopts a Likert Scale for collection while gathering respondents' opinions; there is a possibility of bias since respondents may inclination to reply to questions regardless of their actual content.** This situation poses a challenge for respondents to articulate their perspectives while completing the researcher's questionnaire. By engaging in different expressions, every participant would impart unique viewpoints and convictions that should influence their responses to the inquiry. As a result, respondents found it challenging to articulate their opinions when completing the questionnaire that the researcher gave, as the answers were limited to strongly disagree, disagree, neutral, agree, and strongly agree. In addition, questionnaires comprise numerous sections, which may cause respondents to be impatient and not want to take the time to

answer. This may impede the study's advancement and cause a delay in the data collection procedure.

Lastly, this **research was limited to the four variables of consumers' intention to purchase online at social commerce.** This may constitute one of the constraints, given the potential influence of additional variables on the dependent variable. By investigating additional factors, researchers can gain a more comprehensive understanding of the factors that may impact the dependent variable beyond the four variables above. For instance, the investigators may investigate the determinants of trust to ascertain whether or not they exerted an impact on consumers' online purchase intention. Consequently, the findings of this research cannot be extrapolated to a broader population, nor can definitive conclusions be drawn regarding the determinants of online purchasing intention on social commerce platforms, particularly regarding communities other than students.

5.6 Recommendation/ Suggestion for Future Research

Even though every study session has its challenges, all of them result in unique and unique learning experiences that are challenging for the students every time. This chapter discusses the potential of future research. Despite the limitations of physical interaction, the use of social media as a platform for communication that makes it easier and less stressful for older people to engage in social media trading without engaging in physical interaction is still evident. Furthermore, social media websites are being used by older people in a way that can be beneficial for reviewing older material.

In the field of social commerce, future research **should delve deeply into the differences between first-time and repeat users,** especially in terms of their preferences and demands in relation to the perceived ease of use on these platforms. This study promises to provide significant insights into the changing dynamics of user interactions and offers light on potential variances based on users' experience with social commerce settings. Furthermore, a thorough knowledge of user behavior necessitates an investigation of Um (2018) consumer decision journey's distinct stages—awareness, habit, contemplation, purchase, and loyalty. Analyzing these stages offers a comprehensive view of the changing nature of consumer preferences and decision-making processes. Beyond commerce, academics should focus their attention on health care, researching how perceived ease of use affects user learning experiences. Furthermore, given the pervasiveness of information across platforms, researchers should investigate how different presentation formats impact user impression of ease of use, so contributing to a more nuanced understanding of user behaviour in the multiple environments of social commerce.

Among other things**, the perceived risks and perceived enjoyment as a variable are both scheduled for the end of the year**. In comparison to offline shopping environments or physical store, online shopping environments are more dangerous. As a result of the nature of online transactions, users are increasingly concerned about e-commerce, privacy, and security issues such as identity theft. Previous studies have shown that consumer purchase intentions for online shopping can be influenced by perceived risk (Joo et.al 2014). Although Perceived enjoyment is closely related to the overall experience of shopping on social commerce sites. If a user notices, among other things, a clean interface, intuitive navigation, and a smooth process, he or she will be more likely to make purchases in the future. Positive feedback continues to increase their confidence in growing their social business. The research provides limited insight into how customers' purchasing intentions toward social commerce sites are influenced by perceived risk and perceived enjoyment.

Four factors have been identified as probable antecedents in the study of the dynamics of intention on social commerce, providing a basic knowledge. However, **the intricacy of social commerce user engagement extends beyond these factors, embracing a wide range of components that contribute to platform efficacy**. Personal traits such as past social commerce experience, years of participation, and online buying competence appear as important variables influencing user behaviour. Furthermore, the influence of social comparison, as described by Shen (2012), and information wealth, as defined by Daft and Lengel (1984), adds levels of complication to the user experience. Looking ahead, the crucial topic is the future impact of these aspects on user behavior in the context of social networking, as investigated by Pacheco and Jaipaul-O'Garro (2020). This forward-thinking

investigation seeks to reveal the changing environment of user interactions, providing significant insights into the various elements that drive social commerce engagement.

Finally, future **studies must sit and examine a large number of negative responses that do not have any bearing on the learning process**. There is also a model that is being developed in a consistent manner in the same research. If we use a broader scope to reply, we will get a more timely and specific result than if we use a smaller scope that produces a less detailed result. As an example, we can target users with strong demographics so that we can identify whether there is a difference in background and a large number of people who will benefit from social commerce. Whatever the case, the findings of this study provide theoretical and practical knowledge, as well as the potential to become a critical factor in times of crisis.

5.7 Overall Conclusion of Study

The reason was obviously that social commerce 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 undergraduate students at Faculty Entrepreneurship and Business in Universiti Malaysia Kelantan are more likely to use this new technology of social commerce sites. Therefore, the purpose of this study was to identify the purchase intention 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 analyze it using descriptive analysis, reliability analysis, normalcy test, correlation test, and regression test.

The bottom line is that social commerce provides customers with services that improve their lives and help them manage their money. Online shopping is growing more and more followers among users in Malaysia, especially among the younger generation. The findings also indicate that undergraduate students at the Universiti Malaysia Kelantan's Faculty of Entrepreneurship and Business are increasingly relying on emerging social technology. Site trading. The purpose of this study is to identify definite purchase intentions of undergraduate students using social networking sites at the Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. A questionnaire was done by the researcher to collect our data. After collecting data, we used SPSS to analyze it using descriptive analysis, reliability analysis, normal analysis and correlation analysis.

The factor impacting purchase intention 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 usefulness, and perceived enjoyment are considered independent variables, while purchase intention in social commerce is considered a dependent variable. According to Spearman's correlation test, the variable's perceived ease of use value is (0.674), and its perceived usefulness is (0.632). As a consequence, perceived ease of use (0.860), perceived risk (-.503) and perceived enjoyment (0.731) are the elements that impact purchase intention in social commerce sites. The sense of ease of use, which has a strong correlation. coefficient, influences sentiments toward social commerce platforms. In this investigation, the hypothesis was accepted.

The factor that influences purchase intention in terms of social exchange is significant. It is clear that each user's attitude is simple and beneficial to them. Factor, perception of trust, perception of ease of use, perception of use, and perception of enjoyment are considered independent variables, while purchase intention in social commerce is considered dependent variable. According to Spearman's test, the convenience value of the variable is , while the perceived usefulness is. perceived ease of use, perceived risk and perceived enjoyment, are elements that affect purchase intention in social commerce sites. Because of its ease of use and high correlation, it improves sentiment towards the social commerce platform. The hypothesis was accepted in this investigation.

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 utilizing other samples and increasing the sample size. This study found that a high degree of influence and four criteria had a substantial impact on people' perceptions about using social commerce sites. The perceived ease of use and perceived usefulness is the most powerful element influencing attitudes toward usage. In this study, the goals were achieved.

In a nutshell, this study helps university administrators and others understand the factors that influence people's lives in terms of social mobility. There are certain benefits to carrying out this task. Had, similar to sample and population. There are also some recommendations for further discussion. The researcher helps the additional study with another sample and helps the sample size. This study demonstrates that a high level of risk and three criteria have a significant impact on people's beliefs about using social networking sites. The ease of use and the usefulness are the two most important factors that influence user behavior. Goal was achieved in this study.

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APPENDIX A (DRAFT OF QUESTIONNAIRE)

SURVEY ON HOW FACTORS AFFECTING ON ONLINE SHOPPING INTENTION AMONG UNDERGRADUATES STUDENTS AT THE FACULTY OF ENTREPRENEURSHIP AND BUSINESS, UNIVERSITY MALAYSIA KELANTAN.

Dear respondents,

We are final year students of the Bachelor of Entrepreneurship (Commerce) program with Honors from the Faculty of Entrepreneurship and Business, University Malaysia Kelantan conducting a final year research project to fulfill our degree requirements under the supervision of Dr. Nur Izzati Binti Mohamad Anuar . As part of this research, we have prepared the attached questionnaire to get your opinion on the factors affecting online shopping intention among undergraduates' students at the faculty of entrepreneurship and business, Universiti Malaysia Kelantan.

This survey should take around a few minutes to complete and we want to lend some of your time to complete it. All information will be kept confidential and will only be used for academic research purposes. We would greatly appreciate your help in completing all these surveys. Thank you.

Prepared by:

1. MUHAMMAD AFIEQ AMRIE BIN MAZLAN (A20A2167)
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SECTION A/ *BAHAGIAN A*: DEMOGRAPHIC/ *DEMOGRAFI*

INSTRUCTION: Please tick in the blank space provided when answering.

ARAHAN: Sila tandakan pada ruang kosong yang disediakan semasa menjawab.

1. AGE/*UMUR*

	18 to 21 / *18 hingga 21*
	22 to 25 / *22 hingga 25*
	26 and above / *26 dan ke atas*

2 GENDER / *JANTINA*

	Male / *Lelaki*
	Female / *Perempuan*

3. RACE/ *BANGSA*

	Malay / *Melayu*
	Chinese / *Cina*
	India / *India*
	Other / *lain-lain*

4. COURSE / *KURSUS*

	SAA- Bachelor of Accounting with Honors / *Sarjana Muda Perakaunan dengan Kepujian*
	SAE- Bachelor of Entrepreneurship with Honors /*Sarjana Muda Keusahawanan dengan Kepujian*
	SAK- Bachelor of Entrepreneurship (Commerce) with Honors /*Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian*
	SAL- Bachelor of Entrepreneurship (Logistic and Distributive Trade) with Honors/*Sarjana Muda Keusahawanan (Perdagangan Logistik dan Pengedaran) dengan Kepujian*
	SAR- Bachelor of Entrepreneurship (Retailing) with Honors / *Sarjana Muda Keusahawanan (Peruncitan) dengan Kepujian*

SAB- Bachelor of Entrepreneurship (Islamic Banking and Finance) with Honors/ *Sarjana Muda Keusahawanan (Perbankan dan Kewangan Islam) dengan Kepujian*	

5. YEARS / *TAHUN*

	1
	2
	3
	4

6. ON AVERAGE, HOW MUCH TIME DO YOU SPEND ON SOCIAL MEDIA PLATFORM PER DAY? / *SECARA PURATA, BERAPA MASA YANG ANDA LUANGKAN DI PLATFORM MEDIA SOSIAL SEHARI?*

	Less than 30 minutes / *kurang daripada 30 minit*
	30 minutes to 1 hours / *30 minit*
	1 to 2 hours / *1 sehingga 2 jam*
	2 to 3 hours / *2 sehingga 3jam*
	3 to 4 hours / *3 sehingga 4jam*
	4 to 5 hours / *4sehingga 5jam*
	More than 5 hours / *melebihi 5 jam*

7. HOW FREQUENTLY DO YOU MAKE ONLINE PURCHASES THROUGH SOCIAL MEDIA PLATFORM? / *BERAPA KERAP ANDA MEMBUAT PEMBELIAN DALAM TALIAN MELALUI PLATFORM MEDIA SOSIAL?*

	Never / *Tidak pernah*
	Rarely (Once a year or less) / *Jarang (setahun sekali atau kurang)*
	Occasionally (2-5 times a year) / *Sesekali (2-5 kali setahun)*
	Monthly/ *Bulanan*

	Weekly/ *Setiap minggu*
	Daily/ *Setiap hari*

8. WHAT IS YOUR PREFERRED SOCIAL MEDIA PLATFORM FOR ONLINE PURCHASES? / *APAKAH PLATFORM MEDIA SOSIAL PILIHAN ANDA UNTUK PEMBELIAN DALAM TALIAN?*

	Facebook
	Instagram
	Tik Tok
	Twitter
	Other / *lain-lain*

SECTION B: INDEPENDENT VARIABLE / PEMBOLEHUBAH BEBAS

Question in this section has divided into four (4) parts; B1, B2, B3& B4 / *Soalan dibahagian ini telah dibahagikan kepada (4) bahagian ; B1, B2, B3& B4*

Please choose your answer to each statement using the following scale: / *Sila pilih jawapan anda pada setiap pernyataan menggunakan skala berikut:*

B1: Perceived Usefulness / *Dirasai Kebergunaan*

Likert-scale Questions /*Soalan berskala Likert*	Strongly Disagree/ *Sangat tidak setuju* 1	Disagree/ *Tidak setuju* 2	Neutral/ *Neutral* 3	Agree/ *Setuju* 4	Strongly Agree/ *Sangat Setuju* 5
Searching and shopping on these social media sites is useful for me./ *Mencari dan membeli-belah di laman media sosial ini berguna untuk saya*					
Searching and buying on this social media sites makes my life easier./ *Mencari dan membeli dalam laman media sosial ini menjadikan hidup saya lebih mudah*					
This social media site enables me to search and buy products faster. /*Laman media sosial ini*					

membolehkan saya mencari dan membeli produk dengan lebih pantas					
The social media sites will probably enhance my effectiveness in goods searching and purchasing/*Laman media sosial mungkin akan meningkatkan keberkesanan saya dalam mencari dan membeli barangan*					
Using social media sites to acquire a product would allow me to do my shopping more quickly/ *Menggunakan laman media sosial untuk memperoleh produk akan membolehkan saya melakukan pembelian dengan lebih cepat*					
The social media sites will increase my productivity when searching for and purchasing goods./ *Laman media sosial akan meningkatkan produktiviti saya semasa mencari dan membeli barangan*					

B2: Perceived Ease of Use/*Dirasai Kemudahan Penggunaan*

Likert-scale Questions/ *Soalan berskala Likert*	Strongly Disagree/ *Sangat Tidak Setuju* 1	Disagree/ *Tidak Setuju* 2	Neutral/ *Neutral* 3	Agree/ *Setuju* 4	Strongly Agree/ *Sangat Setuju* 5
Learning to operate the social media sites to buy a product would be easy for me./ *Belajar mengendalikan laman media sosial untuk membeli produk adalah mudah bagi saya*					
The social media sites to buy a product would be flexible to interact with./ *Laman media sosial untuk membeli produk akan menjadi fleksibel untuk berinteraksi*					
My interaction with social media sites to buy a product will be clear and understandable./*Interaksi saya dengan laman media sosial untuk membeli produk akan menjadi jelas dan boleh difahami*					
The social media sites would be easy to be use to do my shopping/*Laman media sosial akan mudah digunakan untuk*					

melakukan saya membeli belah					
It would be easy for me to become skillful at using the social media sites to buy a product. /*Mudah untuk saya menjadi mahir menggunakan laman media sosial untuk membeli sesuatu produk.*					
I believe that the transactions on social media sites are hassle-free. / *Saya percaya bahawa urus niaga di laman media sosial adalah tanpa kerumitan.*					

B3: Perceived Risk /*risiko yang dirasakan*

Likert-scale Questions/ Soalan berskala Likert	Strongly Disagree/ Sangat Tidak Setuju 1	Disagree/ Tidak Setuju 2	Neutral/ Neutral 3	Agree/ Setuju 4	Strongly Agree/ Sangat Setuju 5
Purchasing from this social media would involve more product risk (i.e. not working, defective product) when compared with more traditional ways of					

shopping./ *Pembelian daripada media sosial ini akan melibatkan lebih banyak risiko produk (iaitu tidak berfungsi, produk rosak) jika dibandingkan dengan cara membeli-belah yang lebih tradisional.*					
I am concerned that I may not get the product when purchasing from this social media site/ *Saya bimbang saya mungkin tidak mendapat produk apabila pembelian dari laman media sosial ini*					
To protect my personal information, I prefer to pay in cash rather than using online transfers. / *Untuk melindungi maklumat peribadi saya, saya lebih suka membayar secara tunai daripada menggunakan pemindahan dalam talian.*					
I feel that shopping on social media sites is not secure enough to protect my data. / *Saya merasakan bahawa membeli-belah di laman media sosial tidak cukup selamat untuk melindungi data saya.*					
There is a risk of getting scammed when shopping online on social media sites. / *Terdapat risiko untuk ditipu apabila membeli-belah dalam talian di laman media sosial.*					

I am worried that the value of the product I purchase through social media accounts does not meet its price. / *Saya bimbang nilai produk yang saya beli melalui akaun media sosial tidak menepati harganya.*					

B4: Perceived Enjoyment /*keseronokan yang dirasakan*

Likert-scale Question/ *Soalan berskala Likert*	Strongly Disagree/ *Sangat Tidak Setuju* 1	Disagree/ *Tidak Setuju* 2	Neutral / *Neutral* 3	Agree/ *Setuju* 4	Strongly Agree/ *Sangat Setuju* 5
I shall have fun when purchasing products over social media site / *Saya akan berasa seronok apabila membeli produk melalui laman media sosial*					
Using the social media platform to purchase a product would provide me a lot of enjoyment./ *Menggunakan platform media sosial untuk membeli produk akan memberikan saya banyak keseronokan*					
I think that purchasing products from social media platform shall be interesting./ *Saya berpendapat bahawa membeli produk dari platform media sosial adalah menarik*					
Using the social media platform to purchase a product would provide me a lot of excitement/ *Menggunakan platform media sosial untuk membeli produk akan memberikan*					

saya banyak keseronokan					
I enjoy receiving information about products on social media sites before purchasing. / *Saya seronok menerima maklumat tentang produk di laman media sosial sebelum membeli.*					
The process of sharing product information on social media sites is fun. / *Proses perkongsian maklumat produk di laman media sosial memang menyeronokkan.*					

SECTION C: DEPENDENT VARIABLE / PEMBOLEHUBAH BERSANDAR

Please choose your answer to each statement using the following scale: / *Sila pilih jawapan anda pada setiap pernyataan menggunakan skala berikut:*

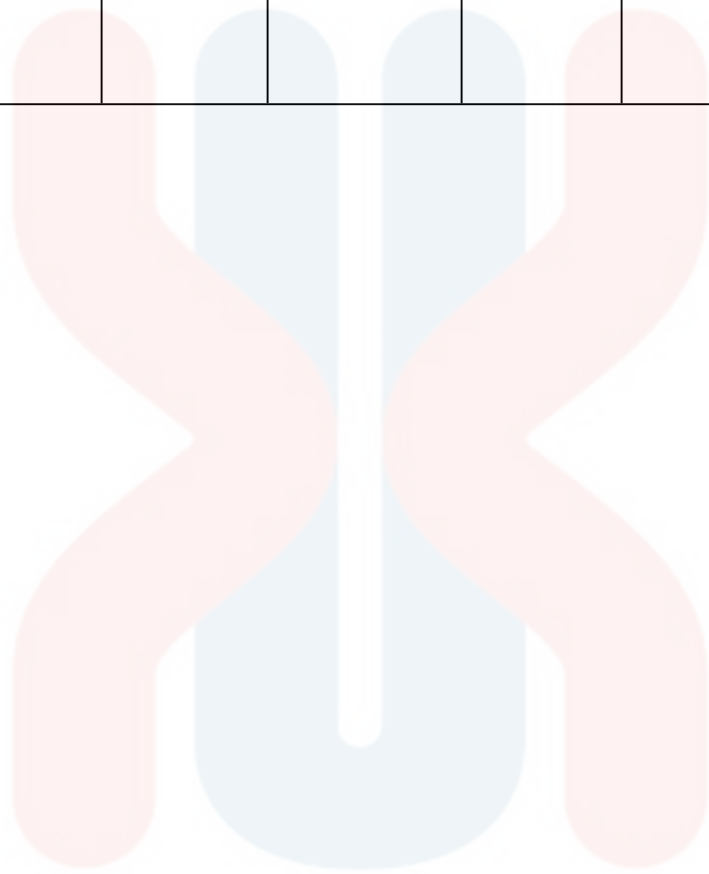## C: Purchase Intention in Social Commerce / *Niat Membeli-belah Dalam Perdagangan Social*

Likert-scale Questions/ *Soalan berskala Likert*	Strongly Disagree/ *Sangat tidak setuju*	Disagree/ *Tidak bersetuju*	Neutral/ *Neutral*	Agree/ *Setuju*	Strongly Agree/ *Sangat Setuju*
	1	2	3	4	5
I would shopping product at social media site/ *Saya akan membeli produk di*					

laman media sosial					
I intend to use the social media platform frequently to shop for products/ *Saya berhasrat untuk menggunakan platform media sosial dengan kerap untuk membeli-belah produk*					
I intend to purchase products using social media platform to get experience about online shopping./*Saya berhasrat untuk membeli produk menggunakan platform media sosial untuk mendapatkan pengalaman tentang membeli-belah dalam talian*					
I intend to use the social media platform whenever appropriate to do shopping. /*Saya berhasrat untuk menggunakan platform media sosial pada bila-bila masa yang sesuai untuk membeli-belah*					
I intend to continue to shop online in the future/*Saya berhasrat untuk terus membeli-belah dalam talian pada masa hadapan.*					
If I could, I would like to continue purchasing products using social media platform in the future/ *Jika saya boleh, saya ingin meneruskan*					

pembelian produk yang menggunakan platform media sosial pada masa hadapan					

APPENDIX B (GANTT CHART)

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

Hypothesis statement																	
Conceptual framework																	
Summary																	
Chapter 3: Research Methods																	
Introduction																	
Research design																	
Data collection methods																	
Study population																	
Sample size																	
Sampling techniques																	
Research instrument development																	
Measurement of the variable																	
Procedure for data analysis																	
Summary																	
Chapter 4: Data Analysis and Finding																	
Introduction																	

Preliminary analysis									■										
Demographic profile respondent									■										
Descriptive analysis									■										
Validity and reliability test										■									
Normality Test										■									
Hypothesis Testing										■									
Summary										■									
Chapter 5: Discussion and conclusion																			
Introduction											■								
Key finding											■								
Discussion											■								
Implications of the study											■								
Limitations of the study												■							
Recommendation												■							
Overall and conclusion of the study													■						