



Faculty of Economics and Business

**Malaysia Consumer Purchase Intention in Social Commerce:
Unravelling the Moderating Impact of Hedonic Motivation**

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Malaysia Consumer Purchase Intention in Social Commerce: Unravelling the Moderating Impact of Hedonic Motivation

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A thesis submitted

In fulfillment of the requirements for the degree of Master of Science

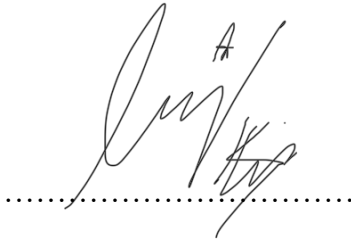
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Faculty of Economics and Business
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DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Malaysia Sarawak. Except where due acknowledgements have been made, the work is that of the author alone. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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ABSTRACT

Social Commerce industry involves the use of social media platforms such as Facebook, Tiktok, Instagram, etc. to market and sell products and services. To this, the purpose of this research is to determine the relationship between Theory of Planned Behaviour (TPB) and Technology Acceptance Model (TAM) elements towards consumer purchase intention with the moderating role of hedonic motivation. This hedonic motivation moderates the relationship between the elements of TPB and TAM and consumer purchase intention. The elements that have been included in TPB theory are such as attitude, subjective norm, and perceived behavioural control while elements that have been included in the TAM model are such as perceived ease of use and perceived usefulness. Adopting quantitative methods, data collection was conducted on a sample of 500 respondents that been distributed through survey of online to consumer or people that reached the survey that been shared. For the statistical analysis of this study, software such as SPSS 26.0 and Smart PLS 3.0 were utilized. The findings revealed that five out of ten of the proposed hypotheses were found to be supported for both direct and indirect relationship. The discoveries of the current study contributed to the scholars and practitioners by equipping valuable information supported evidence on the impact of hedonic motivation as moderating in social commerce towards consumer purchase intention.

Keywords: Social Commerce, TPB, TAM, Consumer Purchase Intention, Hedonic Motivation

Niat Pembelian Pengguna Malaysia dalam Perdagangan Sosial: Mendedahkan Kesan Penyederhanaan Motivasi Hedonik

ABSTRAK

Industri Perdagangan Sosial melibatkan penggunaan platform media sosial seperti Facebook, TikTok, Instagram, dan sebagainya untuk memasarkan dan menjual produk dan perkhidmatan. Tujuan penyelidikan ini adalah untuk menentukan hubungan antara Teori Tingkahlaku Terancang (TPB) dan Model Penerimaan Teknologi (TAM) terhadap niat pembelian pengguna dengan peranan pengantaraan motivasi hedonik. Motivasi hedonik ini menyederhanakan hubungan antara elemen TPB dan TAM dan niat membeli pengguna. Elemen yang dimasukkan dalam teori TPB adalah sikap, norma subjektif, dan kawalan tingkah laku yang dirasakan, manakala elemen yang dimasukkan dalam model TAM adalah kelaziman penggunaan yang dirasakan dan kegunaan yang dirasakan. Dengan menggunakan kaedah kuantitatif, pengumpulan data dilakukan pada sampel 500 responden yang diedarkan melalui tinjauan dalam talian kepada pengguna atau individu yang mengakses tinjauan yang dikongsi. Untuk analisis statistik dalam kajian ini, perisian seperti SPSS 26.0 dan Smart PLS 3.0 digunakan. Hasil kajian mendapati bahawa lima daripada sepuluh hipotesis yang dicadangkan disokong untuk hubungan langsung dan tidak langsung. Penemuan kajian ini menyumbang kepada para ilmuwan dan praktisyen dengan memberikan maklumat berharga yang disokong oleh bukti mengenai peranan motivasi hedonik sebagai penyederhana dalam perdagangan sosial terhadap niat pembelian pengguna,

Kata kunci: *Perdagangan Sosial, TPB, TAM, Niat Membeli Pengguna, Motivasi Hedonik.*

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LST OF ABBREVIATIONS

ATD	Attitude
AVE	Average Variance Extracted
CR	Composite Reliability
CFA	Confirmatory Factor Analysis
CPB	Consumer Purchase Behaviour
CA	Cronbach's Alpha
FC	Full Collinearity
HM	Hedonic Motivation
PLS-SEM	Partial Least Square - Structural Equation Model
PBC	Perceived Behavioural Control
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
RO	Research Objective
RQ	Research Question
SPSS	Statistical Package for Social Science
SN	Subjective Norm
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour

CHAPTER 1

INTRODUCTION

1.1 Chapter Introduction

Nowadays, the technological advancement results in increasing of using social media as their partner during Movement Control Order (MCO) and for shopping platform. Hence, researcher decided to conduct a study of Malaysia consumer purchase intention in online social commerce. The chapter provides an overview study to examine factors that influencing the users of using social commerce platform that bring impact to their times. Next, this part in this chapter would be the background of the research, problem statement, research objectives, and research questions, significant of the research, scope of the research, limitation of the study, definition of the operational terms and organization of every chapter.

1.2 Background of the Study

The online shopping industry, also known as e-commerce, refers to the buying and selling of goods and services over the internet. It has been rapidly growing in recent years, with more and more consumers turning to online shopping for convenience, accessibility, and often better prices. According to a recent report by eMarketer, global e-commerce sales are expected to reach \$5.4 trillion by 2022, up from \$3.5 trillion in 2019 (eMarketer, 2021). This growth is attributed to several factors, including the rise of mobile commerce, the increasing use of social media as a shopping platform, and the COVID-19 pandemic, which has accelerated the shift to online shopping. In addition to traditional online retailers such as Amazon and Walmart, the online shopping industry also includes newer platforms such as social commerce, subscription-based services, and direct-to-consumer brands.

These platforms offer unique shopping experiences and are driving innovation in the industry.

According to Dollarhide (2022), social commerce is a type of e-commerce that uses social networking websites such as Facebook, Instagram, and Twitter as a means to promote and sell products and services. The success of social commerce campaigns is determined by the level of consumer engagement with the company's marketing through likes, shares, and re-tweets. Social commerce professionals use various marketing tactics, such as personalized buyer options, large graphics, videos, user-submitted photos, celebrity endorsements, and promotions or giveaways to encourage users to share the product on their feeds. Social commerce also promotes social shopping tools like forums and communities, where buyers and sellers share their online shopping experiences and compare notes. Besides, Kay (2022) also mentioned that his type of business exchanges might be utilized to purchase practically any item or administration possible, including books, music, airplane tickets, and monetary administrations like stock money management and web based banking. Therefore, it is viewed as an exceptionally disruptive innovation (Bloomenthal, 2021).

In Global Social Media User 2019, since its inception in the late 1990s, social media has had a profound impact on our personal and professional lives, changing the way we communicate, stay connected, and share information. There were 3.534 billion active social media users throughout the world in July 2019, signifying a 46% penetration rate. According to the Influencer Marketing Hub by Geyser, 2022 had mentioned on his written that social commerce has grown dramatically over the last few years, but it's particularly strong in China. Much of its success and growth in this country can be linked to the popular Chinese messaging app, WeChat, which encourages the activity.

According to McLachlan and Gur (2022), "social commerce" enables businesses to sell their products or services directly through social media platforms. The reason for the success of "social commerce" is the convenience it offers for making online purchases within social media platforms. This approach has been effective in driving sales in the industry. People often find new things they enjoy when surfing the web. Statista projects that by 2022, worldwide sales made possible by means of social media would amount to \$992 billion, according to information made public online. Its fame isn't going away any time soon, and experts think it will be worth roughly \$3 trillion by 2026.

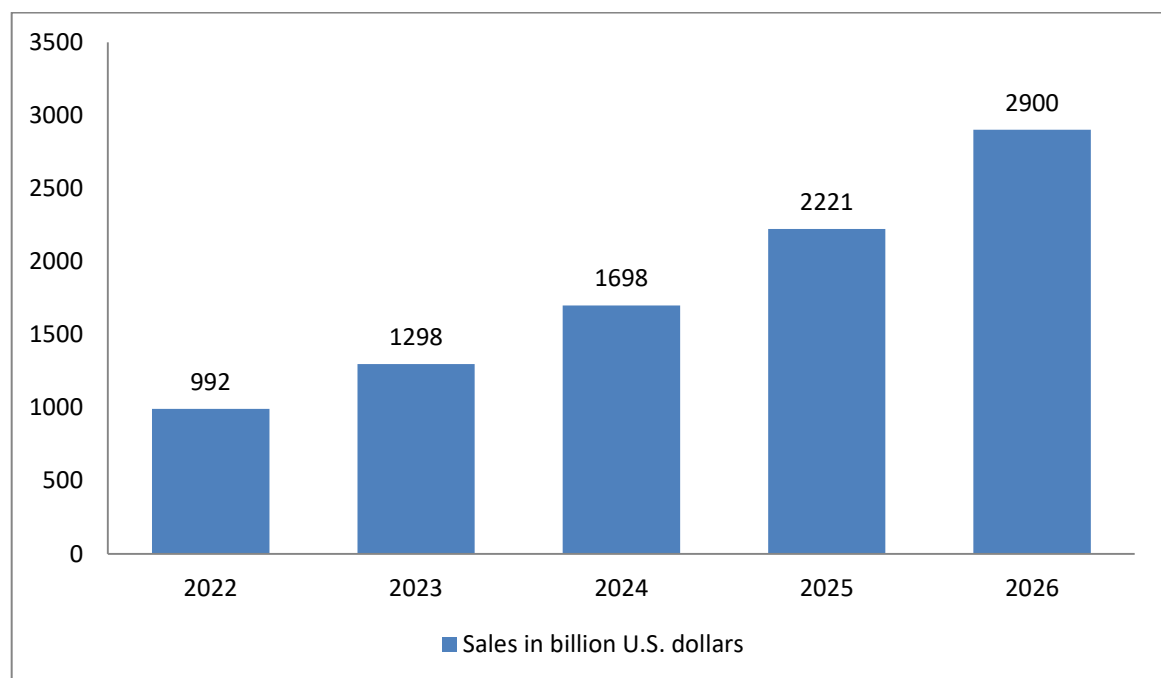


Figure 1.1: Sales via Social Media Platforms 2022

The average daily time spent on social media is 2 hours and 27 minutes, according to the Digital 2022 Global Overview Report. To put this in context, social media accounts for more than a third of the time that internet users aged 16 to 64 spend online. It's not even on the same platform. According to the survey, 7.5 social media sites are accessed each month. Moreover, social commerce sales in the United States are predicted to reach \$45.74

billion in 2022, with more than half of the country's adults making a purchase on social media. Individuals who had not made such a purchase did so for a number of reasons, including preferring to deal directly with a shop (44%), distrusting platforms with payment information (43%), and being unclear whether the items shown were authentic (33%).

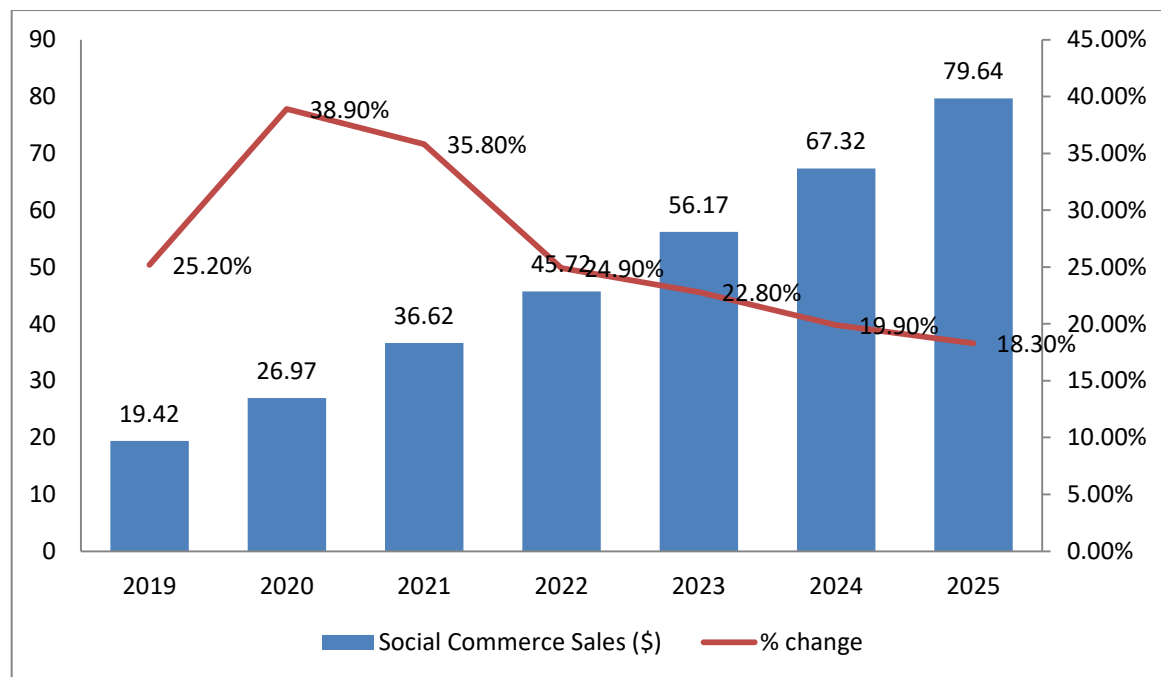


Figure 1.2: US Retail Social Commerce Sales, 2019-2025 billion and % change

According to Statista 2022, Facebook was the first social network to surpass one billion registered accounts, and it now has over 2.89 billion monthly active users. Facebook (main platform), WhatsApp, Facebook Courier, and Instagram are the company's four most prominent web-based entertainment platforms, and each has more than one billion monthly active users. In the preceding-to-last quarter of 2021, Facebook had more over 3.58 billion monthly core Family items. Social commerce might fill a hole when customers go online without knowing what they're searching for or even with the purpose to purchase. With social media channels, brands and businesses want to facilitate product discovery among customers.

On this study, hedonic customers like shopping because they find the experience enjoyable. It is not about achieving the tangible goal or finishing the experimental. The empirical findings revealed that hedonic motivation and social media have a significant impact on consumer purchase intention. Hence, social media has transformed e-commerce and provided a much-needed boost to numerous firms. With the present global economic crisis, the retail scene is certain to shift much more. The efficacy of social media marketing has been shown even before COVID-19. Now more than ever, firms that wish to continue in business should be using this technique since the web is isolating customers from the real purchasing experience.

One relevant study found that hedonic motivation plays a significant role in shaping consumers' attitudes and purchase intentions in the context of social commerce. The study found that consumers are more likely to engage in social commerce when they perceive it to be a fun and enjoyable experience, and when they are motivated by social interaction and self-expression. Additionally, the study found that hedonic motivation mediates the relationship between attitude and purchase intention, suggesting that consumers' enjoyment of the social commerce experience is a key driver of their likelihood to purchase. Studies have shown that hedonic motivation plays a significant role in influencing consumer purchase intention in social commerce. For example, Zhang et al. (2017) found that hedonic motivation had a positive effect on consumers' attitude towards social commerce, which in turn influenced their purchase intention. Similarly, Huang et al. (2020) found that the hedonic value of social media interactions positively influenced consumers' purchase intention in social commerce.

One reason why hedonic motivation may be particularly relevant in social commerce is because it is a social activity. Consumers may be motivated not only by the

products themselves, but also by the social interactions and experiences that come with them. For example, consumers may enjoy sharing their purchases with friends on social media, or participating in online communities centered on a particular brand or product. Overall, the role of hedonic motivation in social commerce is an important area of research that can help us better understand the factors that influence consumer behavior in this context. By understanding how consumers are motivated by social and emotional factors, businesses can develop more effective marketing strategies and create more engaging and enjoyable online shopping experiences for their customers.

1.3 Malaysia Scenario

The surge in online transactions in Malaysia, notably during the various lockdowns from 2020 to 2022, has been remarkable. According to the Digital Malaysia report in 2022, a staggering 81% of internet users in the country have engaged in at least one online transaction. This upward trend is expected to continue, fuelled by the addition of three million new digital consumers between the onset of the pandemic in 2020 and the first quarter of 2021. These compelling statistics have heightened the interest of enterprises in delving into the research of consumer purchasing intentions, a crucial aspect for achieving business objectives in the evolving digital landscape.

Social commerce, an amalgamation of social media and e-commerce, has emerged as a dynamic platform that integrates social interactions and commercial activities, creating a unique space for consumers to explore, evaluate, and engage in purchasing decisions (Wang & Zhang, 2012). This transformative phenomenon has not only reshaped the traditional e-commerce landscape but has also opened new avenues for businesses to connect with consumers in a more personalized and interactive manner (Hajli, 2014). In

this point of views, this trend is reinforced by the insights of V Anitha and AR Krishnan (2022), who posit that consumers are increasingly favouring online channels for product acquisition due to their perceived ease and utility. Purchase intention, a concept encapsulating a consumer's attitude toward a specific buying activity and their willingness to pay for it, involves the transmission of information between sellers and prospective purchasers to influence their decisions. Furthermore, it is characterized as a set of marketing methods aimed at providing additional value to a company's goods or services, surpassing the regular supply, to achieve specific sales and marketing goals within a strategic framework (Harshini, 2015). This involves employing various marketing tactics to enhance the value of a product or customer support beyond the standard offering, commonly known as Intention to Purchase strategies (Abdullellah et al., 2018). Such strategies are often short-term and designed to boost sales or persuade customers to make purchases within a specific timeframe by providing added benefits (Hanaysha, 2016).

The landscape of e-commerce in Malaysia is rapidly evolving, with a projected market value of RM 170 billion (US\$ 42 billion) by 2025, fuelled significantly by the growth of social commerce. Social commerce, a dynamic intersection of social media and e-commerce, has witnessed remarkable growth in Malaysia, with a compound annual growth rate of 51% from 2015 to 2019. This growth is attributed to the country's high internet and social media penetration rates, standing at 80% and 69%, respectively, as of 2021 according to Statista (2021).

Besides that, In Malaysia, as per Global Information Partnership (IDC) Asia Pacific, online business produced deals income of US\$ 15 million out of 1998, which was supposed to develop to US\$ 46 million in no less than a year and to US\$ 1.57 billion by 2003, owing generally to the nation's steadily developing number of PCs and network

access suppliers since the 1990s. However, it must be acknowledged that online business is still in its infancy in Malaysia, owing to a scarcity of e-commerce success stories, a lack of or limited understanding of e-commerce, a lack of internet access among purchasers, and a lack of information about the potential of e-commerce (Nawi et al., 2017).

Malaysia, with its dynamic economy and tech-savvy population, has experienced a rapid adoption of technology, particularly in the realm of e-commerce. The proliferation of smartphones and widespread internet access has propelled the country into a digital era, providing a fertile ground for the evolution of social commerce (Department of Statistics Malaysia, 2021). This technological landscape sets the stage for investigating the factors influencing consumer purchase intention in the context of social commerce. Here, a substantial increase in online transactions has been observed, it is essential to understand the factors influencing consumer purchase intention. While studies on this subject exist in various countries, research gaps persist. To address this, a study has been undertaken to scrutinize the elements shaping online purchasing intentions, focusing on perceived enjoyment, perceived utility, perceived ease of use, and perceived risk as critical factors (Hansaram et al., 2022).

Malaysians utilise social media for more than simply content exchange and communication. The majority of Malaysian customers would use social media to research possible purchases. And the majority of firms in Malaysia firmly feel that social media for e-commerce is a powerful channel that supports online sales and raises public awareness of brands. In this case, hedonic motivation plays a significant part in the emotional, enjoyable, and experiential advantages of product purchases, such as eating for pleasure, enjoyment, novelty, or entertainment or shopping for fun, amusement, imagination, and sensory stimulation (Ahlers, 2019). Expanding on this research, it is imperative to explore

the realm of social commerce in Malaysia. Social commerce, an amalgamation of social media and e-commerce, has gained significant traction globally and is increasingly becoming a prominent avenue for consumer transactions. Understanding consumer purchase intention towards social commerce in Malaysia adds another layer to the research landscape, shedding light on the dynamics of online consumer behaviour in the context of social interactions and digital platforms.

In conclusion, social commerce has grown in popularity in Malaysia as an increasing number of shoppers utilise social media platforms for their shopping needs. The convergence of social media and e-commerce has generated new opportunities for businesses to interact more interactively with consumers. Hedonic motivation, which refers to the desire for pleasure and enjoyment in the buying experience, is a major aspect that drives consumers' purchase intentions in social commerce. Social commerce attracts consumers because it provides a more engaging and amusing purchasing experience, with elements such as tailored suggestions, user-generated content, and social sharing.

Several research have emphasised the significance of hedonic motivation in Malaysian social commerce. Jalilvand, Esfahani, and Samiei's (2016) research found that customers' attitude and intention towards social commerce is significantly influenced by hedonic incentives. Understanding the impact of hedonic motivation in social commerce is crucial for developing efficient marketing tactics and enhancing the shopping experiences of consumers. Businesses may attract and keep customers, establish brand loyalty, and eventually increase sales by infusing entertainment and enjoyment into their social commerce operations.

1.4 Problem Statement

According to Roughan (2022), social commerce referring to marketing and sales that conducted through social media platform whereby consumer can just purchase their goods and needs through social media. On the other contexts, with the care of business to business in the social commerce platform it will be irrelevant in generally. There is commend issues that can be discuss which is each platform of social commerce have their own audience. Here, every platform has its own perspective and markets different kind of products. Consumer tends to purchase in only one platform and they need to find from other platform of social media.

In term of hedonic motivation, consumer or user has a different emotion on using this social commerce as platform of purchasing such as unhappy with the system that the seller us. Here can be prove from article of The Malaysian Reserve 2020 had mentioned that more than 43% of Malaysians citizen or consumers are not satisfied with their digital commerce experience. In this article, it is also noted that Blackbox Research and the consumer intelligence platform Toluna have found that, despite the COVID-19 pandemic's acceleration of sales growth, e-commerce businesses have accepted expansion at the expense of customers' experiences.

The usage of social commerce platforms, like that of conventional social media and smartphones, has made shopping more convenient for consumers, but it has also led to a variety of issues with their lives and education, including anxiety, despair, distraction, sleeplessness, and compulsive spending (Wang et al., 2019). In this study, define "continued usage of social commerce platforms" as customers both using their existing social commerce platforms and either increasing and sustaining the frequency with which

they have used them in the past. While there has been limited research addressing the effects of on-going usage of social commerce platforms on customers' lifestyles, learning, and mental health in the existing literature, this definition underscores the importance of understanding consumers' on-going commitment to these platforms. This commitment, or continuous intention to use social commerce platforms, is relevant to our study's exploration of purchase intention because it reflects the enduring engagement of consumers with these platforms, which can directly influence their propensity to make purchases (Li et al., 2021). Thus, investigating the causes and effects of continuous social commerce platform usage is essential for a comprehensive understanding of purchase intention in the context of social commerce today.

In addition, social commerce plays an important part in the process by which customers engage with one another and are also impacted by the emotional state of other customers. It's possible that some customers may be put in danger by it. Consumers are left in a state of mental discomfort as a direct result of the widespread mistrust that is fostered by the widespread prevalence of online fraud and shopping phobia. As a result, some customers may suffer emotional feelings, including rage and hatred. In addition, the hazards associated to finances and the passage of time both contribute further to the emotional incongruence (Jamal et al., 2022). From this, one might draw the conclusion that customer choices about internet purchases are a complicated issue.

Subjective norms are incorrect attitudes that rely on a person's interpretation of the wants of prominent individuals in his life. This suggests that subjective norms can sometimes be based on a person's perception or interpretation of what others want or expect from them, but these perceptions may not always align with the actual attitudes or preferences of those prominent individuals. In other words, the individual's understanding

of what others want may not always be accurate or in line with the true beliefs or desires of those influential figures. Subjective norms, as a concept in social psychology and the Theory of Planned Behaviour (TPB), refer to the perceived social pressure or expectations that individuals feel from their social environment, such as family, friends, or peers. These perceptions can shape an individual's intentions and behaviours (Ajzen, 1991). Beliefs have the ability to affect subjective standards. While buying online, individuals are often affected by others around them, particularly when shopping online, when those who are new or have not recently used the shopping application may inquire how to prevent purchasing undesirable items (Irawan & Hurriyati, 2021). A comprehensive study of social commerce conducted by Hootsuite, Econsultancy, and the Magento e-commerce platform revealed that 57% are strongly agree that they regularly engage with their customers' online content, whereas only 31% of consumers' strongly agree' that brands positively interact with their social media posts. So, while using social media for commercial purposes, shops must also endeavour to offer engaging, human experiences for customers; otherwise, they risk harming their brand image.

Furthermore, the presence and growth of the e-commerce sector has not only altered the manner in which people do business, but it has also provided some individuals with the opportunity to launch a company, something they were unable to accomplish in the past due to a lack of capital. Additionally, with respect to the growth of the e-commerce sector, not only do many people of new businesses decide to build a company via the e-commerce platform, but there are also many established businesses that decide to integrate or extend their business into the e-commerce platform (Wilson, 2019). For instance, many firms who formerly sold their products/services via physical locations have also chosen to offer the same products/services through the e-commerce platform. Several

firms had even built their own mobile version of their e-commerce website in the form of an application, via which users could access the company's e-commerce page without having to manually type the address (Wilson, 2019).

One problem or negative issue that can affect perceived behavioural control in social commerce toward consumer purchase intention is the perceived risk associated with online shopping. Consumers may feel uncertain about the quality of the products, the reliability of the seller, or the security of their personal and financial information. This can lead to a lack of perceived control over the online shopping experience, which in turn can negatively impact purchase intention. Hedonic motivation can play a major role in addressing this problem, as it can help to reduce perceived risk by providing a more enjoyable and engaging shopping experience. When consumers are motivated by hedonic factors such as enjoyment, entertainment, or social interaction, they may be more willing to take risks and engage in online shopping activities, as they perceive the experience to be more rewarding. Chen et al., (2019) conducted a study to investigate the relationship between hedonic motivation and perceived behavioural control in social commerce. They found that hedonic motivation has a positive effect on perceived behavioural control and that this effect is mediated by enjoyment and perceived usefulness. The authors suggest that hedonic motivation can help to enhance the perceived control that consumers have over the online shopping experience, by providing a more enjoyable and satisfying experience.

In addition, customers have expressed mistrust on social media. According to a survey conducted by Malwarebytes, 95% of people do not trust social media. This includes their ability to protect any personal data that users are required to leave with them in order to shop on social media, as well as any other hidden agendas that social networks might

have. In a similar vein, 87% of respondents either rejected or strongly disagreed with the notion that they could share their personal information online with complete confidence. This is due to the fact that individuals or even someone we are not familiar with urges us to acquire products via social commerce.

In addition to the above, there is a need to comprehend and address the specific traits and factors influencing the online purchasing intentions of Generation X (Gen X) in Malaysia. While businesses often find Generation Y more appealing due to their characteristics, it is essential to recognize that Generation X possesses unique qualities, such as higher disposable income and more free time, which can significantly impact their online shopping behaviour (Chelvarayan et al., 2022). Consequently, the central issue lies in the importance of thoroughly exploring and understanding the distinct traits and motivations of Generation X concerning online shopping in Malaysia. This understanding is of utmost importance for marketers and policymakers, as it enables the development of effective strategies that cater to the specific needs and preferences of this demographic group.

In this study, the term "moderator" refers to hedonic motivation, which serves as a variable influencing the strength and direction of the relationship between the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) constructs and purchase intention (PI). Hedonic motivation can either amplify or attenuate the impact of TAM and TPB constructs on purchase intention, depending on the specific circumstances. It acts as a crucial factor in understanding how consumers' motivations for pleasure and enjoyment modify the effects of attitude, perceived usefulness, perceived ease of use, subjective norms, and perceived behavioural control on their intentions to make purchases in the context of social commerce. This moderation effect is integral to the study as it elucidates

the nuanced interplay between hedonic motivation and established theoretical constructs, shedding light on whether hedonic motivation strengthens or weakens the proposed relationships, thereby advancing our comprehension of consumer behavior in social commerce.

Nonetheless, research on this issue with fewer restrictions and limitations has the potential to have a significant influence on the development of businesses today that rely on social commerce. For one thing, organisations and academics may utilise this information to better understand how social media users think in order to provide a more enjoyable user engagement. After this research, it able to build the research gap that have to identified. Hence, the research and study on the role of hedonic motivation in social commerce towards consumer purchase intention become new issues in the new era.

1.5 Research Objective

1.5.1 General Objective

The overarching goal of this study is to investigate the consumer purchase intention within the context of social commerce in Malaysia while emphasizing the pivotal moderating influence of hedonic motivation.

1.5.2 Specific Objective

The tenth (10) specific research objectives are as following:

- i. To investigate the relationship between perceived ease of use toward consumer purchase intention in social commerce.
- ii. To investigate the relationship perceived usefulness toward consumer purchase intention in social commerce.

- iii. To explore the relationship between attitude toward consumer purchase intention in social commerce.
- iv. To explore the relationship between subjective norm toward consumer purchase intention in social commerce.
- v. To explore the relationship between perceived behavioural control toward consumer purchase intention in social commerce.
- vi. To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived ease of use and consumer purchase intention.
- vii. To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived usefulness and consumer purchase intention.
- viii. To find out the moderating roles of hedonic motivation in social commerce between the relationships of attitude and consumer purchase intention.
- ix. To find out the moderating roles of hedonic motivation in social commerce between the relationships of subjective norm and consumer purchase intention.
- x. To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived behavioural control and consumer purchase intention.

1.6 Research Questions

In order to achieve the research objectives mentioned in the last section, tenth (10) research questions have been developed.

- i. Does social commerce affect perceived ease of use and consumer purchase intention?
- ii. Does social commerce affect perceived usefulness and consumer purchase intention?
- iii. Does social commerce affect attitude and consumer purchase intention?
- iv. Does social commerce affect subjective norm and consumer purchase intention?
- v. Does social commerce affect perceived behavioural control and consumer purchase intention?
- vi. Does moderating role of hedonic motivation social commerce affect perceived ease of use and consumer purchase intention?
- vii. Does moderating role of hedonic motivation social commerce affect perceived usefulness and consumer purchase intention?
- viii. Does moderating role of hedonic motivation social commerce affect attitude and consumer purchase intention?
- ix. Does moderating role of hedonic motivation social commerce affect subjective norm and consumer purchase intention?
- Does moderating role of hedonic motivation social commerce affect perceived behavioural control and consumer purchase intention?

1.7 Significant of the Research

The study's main implication knows the purpose of the role of hedonic motivation in social commerce toward consumer purchase intention. Studying user's acceptance purpose to see what can be done and observe while doing this research. In this way, various parties will consider the most successful way to create the acceptance of using this platform as positive things that they can gain from it.

Future research plays the important rules of observing the same study. Hence, this will help to encourage the researchers and practitioners in the field of instructional design concerning the boundaries between the consumer purchasing behaviour through social commerce and to introduce the new social media platforms that are influenced by the self-contained and can enrich this approach in their learning. Researcher also gains their idea on this research study. On this point of view, this study will fill up these gaps, allowing the researcher to exploring the social media platform to follow and understand the relevance of acceptance, particularly in their consumer so that in future research can also a very good quantitative result. On this point of view, researcher also will also be ready on what the result will be and improve what to be done.

The findings of this study helps the e-commerce industry understand the importance of consumer behaviour by seeing the feedback that been given by the consumer through the social media that the seller on e-commerce used and can integrating or improve the social media marketing in their business. Social media platform are the most common platforms used by millions of people every day not only chat, assignment and watching video, but online shopping also. This has positive impacts as it enhances the brand popularity of the product and enable the seller increase their sales. The system will

increase industry's awareness about the behavioural through the feedback that the consumer give in the social media that they use in purchasing e-commerce. The analysis result shall be the best reference source social media industry to improve or upgrade what user and consumer needs and wants in their daily basis. Besides, this also can help the company to see what kind brand and product that consumer always see and do to make their-self feel happy, comfortable with, and what they always want in this social media platform. Consequently, this research could add to ideas on whether the result of any organization will work on their benefits and how they can further develop their web-based entertainment stage during the new ordinary is fundamental products and that main the organization under this industry can be move along.

Marketing also plays a major roles in studies and understanding the what should be improve about this social media so that it can be market very easily and can attract the user and consumer in purchasing e-commerce through social media platforms. Besides, the emergence of social media has been a major change in the approach to product marketing. In order to deploy e-commerce in social media, marketing experts have long depended on conventional media platforms. As a result of the rise of social media, traditional marketing has been completely overturned. Social commerce also known as the new way of brand popularization and increasing the awareness of the product that been promoted and give impact to the consumer behaviour. Those in the marketing field who are adept at using social media to their advantage will be able to stay in business for a long time.

By incorporating the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour (TPB) into the study of Malaysia's consumer purchase intention in social commerce, the research provides a robust framework for understanding how cultural factors interact with technology adoption and behavioural intentions. The use of TAM

enables a cross-cultural analysis of technology acceptance, shedding light on whether cultural factors influence perceived usefulness and perceived ease of use differently across cultures. Simultaneously, TPB explores how cultural norms shape individual attitudes, subjective norms, and perceived behavioural control concerning purchase intentions, revealing the impact of cultural values and social pressures. This approach not only enriches our comprehension of consumer behaviour in Malaysia but also contributes to the globalization of social commerce theories by identifying commonalities and variations across cultural settings, paving the way for more universal models that account for culture's nuanced role in technology adoption and behavioural intentions in social commerce.

1.8 Scope of the Research

The scope of this study was the consumer that usually uses social commerce activities. The main focus of this research was the role of hedonic motivation in social commerce toward consumer purchase intention in the new normal. There are few independent variables in the Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB) model that been included in this research that will be investigated in this study. The intention of use in social commerce will affect the consumer purchase intention. This also will focus to consumer that will reach the survey form that will distribute through online and not focusing in specific place. All frameworks were surveyed for accessible and occupied space in the variable that is appropriate for the framework ideas that drive the results toward the role of hedonic motivation in social commerce. Some calculations, hypotheses, and selections were made as a proper and realistic design consideration.

1.9 Definition of Key Terms

Table 1.1: Definition of Key Terms

No.	Key Terms	Definition	Sources
1.	Perceived Ease of Use	Defined as the degree to which a person believes utilising a certain system will be simple.	(Ijaz & Rhee, 2018)
2.	Perceived Usefulness	Defined as the extent to which a person believes that applying a certain system would enhance his or her job performance.	(Ijaz & Rhee, 2018)
3.	Attitude	In addition to being defined as an individual's evaluation of the repercussions of a certain behaviour and attitude, this concept is dependent on the individual's past experience.	(Rehman et al., 2019)
4.	Subjective Norm	Defined as an individual's impression of societal influences on engaging in or abstaining from specific behaviours.	(Halim, 2020)
5.	Perceived Behavioural Control	Defined as a person's ability to exert control over their actual behaviour, which executes or does not execute the transaction based on their capabilities.	(Rehman et al., 2019)
6.	Hedonic Motivation	Defined as a technique for influencing a customer's attitude and perception, which has an effect on consumer satisfaction.	(Anand et al., 2019)
7.	Consumer Purchase Intention	Described as the degree to which an individual engages in a particular behavior and signifies the level of a customer's willingness and inclination to make a purchase of a product or service from you within a specified timeframe.	(Rehman et al., 2019)

1.10 Organization of the Statements

Chapter 1: Introduction

An overview of the challenges linked to hedonic motivations in social commerce toward consumer purchases intention that provided in this article. The study's background and issue statement will be laid out in this section. The suggested study goals and questions and hypotheses that will be investigated in this chapter will also be stated in this section. Last but not least, the chapter closed with the relevance of the study followed by the definition of the operational term, and a quick synopsis of each chapter contained in this research project.

Chapter 2: Literature Review

The examination of the structures in Chapter 2 is based on a review of existing research. Discussed literature on the suggested research model's structure is examined in this paper. Research models were proposed in this chapter after the setting of the study and the development of hypotheses were examined.

Chapter 3: Methodology

The research approach used in the current study is described in this chapter. It all starts with the basic research and data collection procedures. The sample design will also be examined. The questionnaire's research instrument and concept measurement will also be described. The data processing strategies used to enhance and reduce error on survey instruments will next be discussed in this chapter. It discusses the validity and reliability of the measurement model, as well as the assessment of the structural model, in terms of data analysis.

Chapter 4: Data Analysis and Result

Results analysis and discussion will take precedence in this chapter. A measurement model evaluation and validation for hypothesis testing follow, as do further processes. Reliability in data collection, data integrity and data consistency are all aspects of a measurement model's validity. Hypotheses testing for the structural model are on the agenda.

Chapter 5: Discussion and Conclusion

Chapter 5 will conclude with a review of the material covered so far, including the study's shortcomings and implications. The researcher will provide a suggestion for further study.

1.11 Chapter Summary

This chapter has covered the overview and background of consumer purchase intention in social commerce. This study has also revealed the research objectives on the moderating impact of hedonic motivation in the consumer purchases intention. As a result, the offered hypothesis has been assembled to match the research question. The significant of the chapter was then explained, followed by a presentation of the layout chapter. The next chapter discuss the study's literature review and the theoretical framework.

CHAPTER 2

LITERATURE REVIEW

2.1 Chapter Introduction

Exploring the interconnection between social commerce and hedonic motivation as determinants of consumer purchase intention presents a promising opportunity for acquiring valuable knowledge and experience. This chapter endeavours to provide a perceptive overview of recent research in this dynamic field. The study introduces a comprehensive framework that integrates a thorough literature review to contextualize the research.

In order to expand the grasp of the diverse factors influencing social commerce, this study deviates from previous research by employing an innovative analytical model. The study's conclusions may differ from earlier findings due to a nuanced approach in examining the interaction between social commerce and hedonic motivation.

Within the framework of this chapter's theory, a focused inquiry will be undertaken to uncover the influence of each element on the dynamics of social commerce. This tailored investigation aims to contribute novel perspectives and broaden our understanding of the intricate relationship between hedonic motivation and consumer purchase intention within the realm of social commerce.

2.2 Review of Literature

2.2.1 Purchase Intention

The relationship between behavioral intentions and actions is commonly explored through the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). Extending beyond these theories, subsequent research, particularly following TRA and TAM (Technology Acceptance Model), consistently reveals a strong correlation between intentions and actual usage (Ali, Abbas, & Farid, 2020). Enhanced behavioral intentions give rise to various positive behavioral outcomes, including customer retention, positive word of mouth, and increased usage. These outcomes, in turn, contribute to improved profitability and additional financial gains.

Online purchase intention, as characterized by Ali, Abbas & Farid, (2020), is defined as the "consumers' willingness to engage in an online transaction." Alternatively, it can be viewed as "the likelihood that the consumer will make a purchase". The term "intention" encompasses the motivating factors that drive consumers to make purchases of products and services. The online purchasing behavior of consumers is intricately linked to the choices they make regarding which products or services to buy online (Meskaran et al., 2013). Consequently, examining customer purchase intentions is essential for achieving robust financial performance, surpassing that of competitors.

The development of web based shopping raised how much contest in the internet based commercial center and changed the retail climate for clients and organizations (Kühn and Petzer, 2018). Clients experienced expanded shopping accommodation, while shops got possibilities for more noteworthy client reach and contribution. Some exploration zeroed in on the viewpoints in regards to online shop sites and online store highlights. As

TPB and the boost association reaction structure, the accompanying elements were analyzed: impression of website composition; view of unwavering quality; impression of client care; impression of protection; and view of monetary security; trust in the site; and mentalities toward the site (Darn and Pham, 2018). On the other hand, Kühn & Petzer (2018) used a stimulus-organism-response paradigm, which incorporates store brand knowledge, reputation, perceived shop size, perceived danger, and interpersonal, organizational trust as stimuli. Flow and perceived usability were also examined.

Earlier review has zeroed in on the assessment of shoppers' purchasing aims from mental and conduct points of view. Many researcher utilized the TPB or the hypothesis of theory of reasoned action (TRA) to research which components decisively influence customers' internet based buy propensities (Singh and Srivastava, 2018). These researchers basically concentrated on the effect of emotional standards, mentality, purchasing aim, genuine buy conduct, and saw social control (Ha et al., 2019). In the accessible writing, a couple of exploration zeroed in on clients' purchasing conduct with regards to new occasions. For instance, in a review, scientists assessed food purchase deals following the 2012 seismic waves by applying the TPB. Besides, this exploration assessed clients' buy expectations of a corrective item following the Fukushima atomic emergency (Hyun and Choi, 2018). Another exploration concentrated because of web buy and satisfaction during the SARS episode. Another prior research similarly assessed the impact of a pandemic flare-up (MERS) on customers' spending (Jung, et al., 2016).

The rise of e-commerce has made online buying the third most popular activity after email and Web browsing. Hence, buy intention is the customers' eagerness to acquire on the internet. Consumers' propensity to acquire a product or service through internet retailers is characterized as online purchase intention (Ariffin et al., 2018). Besides that,

other studies had indicated buy intention as a consumer's self-instruction to purchase a product, plan, execute appropriate acts such as suggesting (initiator), recommending (influencer), selecting, and eventually opting to make a purchase. So consumers make considerations in determining their instructions (Shufiana et al., 2021). Purchase behavior, on the other hand, refers to a customer's willingness to buy a product or service. Consumers seek, select, and buy things on the internet when they have an online purchasing intention (Statista, 2020). E-commerce ends when a customer decides to make a purchase online. Let's say someone wants to invest in a platform and has the financial resources to do so (Halim & Karsen, 2020). Halim and Karsen (2020), A buyer's intent to act, or a mental stage in the choice-making process when they have established a genuine desire to act toward a product or brand, is defined by the other hand (Gamama & Quadri, 2021).

Generally, desire to acquire things online may be seen as that which provides the customers' intention strength to purchase online. Online purchase intention may be characterized as one of the components of consumers' cognitive behavior on how a person plans to acquire a certain brand (Gamama & Quadri, 2021). Customer online purchasing intention is one of the intense study topics in e-marketing and e-retail literature (Leskovar, & Maric, 2018). Consumer's purchasing intention is crucial in anticipating consumer behavior because it plainly relies on the influencing elements that make the measurement challenging under various situations. Besides that, it also demonstrated that the availability of strong privacy and security statements would not contribute to a larger online purchase intention (Ariffin et al., 2018). Therefore, when it comes to buy intention research, studies heavily depend on the Theory of Planned Behavior (TPB), where attitude toward the

activity, social norm and perceived behavioral control impact the creation of the purchase intention (Pop & Zsuzsa, 2020).

2.2.2 Perceived Ease of Use

Sometimes, potential consumers feel that an invention is able to assist them accomplish a better job. However, they are occasionally in question that it is not straightforward to utilize. Perceived ease of use (PEOU) is stated as a person's degree of trust that the use of technology would decrease superfluous efforts. This variable contains six aspects such as simple to learn, controlled, clear and understood, adaptable, easy to become proficient and ease of use (Indarsin & Ali, 2017). More precisely, a technology is more advantageous for employing than another if it is more likely to be accepted by online buyers. In other words, the more sophisticated a technical application is regarded to be, the more likely the website will be utilized (Moslehpour et al., 2018). Furthermore, the notion of perceptions of convenience is "the assumption that integrating internet technology would increase individual performance". For this objective, great performance will be connected with online purchase and is considered an advantage over physical retail. Thus, the perceived advantages in buying using Internet may be understood as the amount to which Internet purchases can raise the value of customer purchases (Halim, 2020). Under the context of this research, the information system refers to the online grocery shopping website to utilize for the purchase process. An information technology system when viewed as simple to use will be more likely to be adopted by customers (Putri, 2021). Further, the word 'effort' does not merely relate to the physical and mental work in online buying, but also the amount of effort in learning to use Grob (2018).

Besides that, writers considered that perceived ease of use has an influence on desire to buy online. Generally, perceived ease of use relates to how easy traversing Web sites, Internet capabilities and the Web interface is to the point of a person being aware of a given technology (Mondol et al., 2021). More simply, as it is more likely backed by internet customers, a technology is more favorable than any other. In other words, the more sophisticated a technological use is, the more likely the website is to be utilized. Perceived ease of use and perceived usefulness are technological acceptability qualities (Polas et al., 2020). The PEOU build was deployed in several scenarios, such as electronic mail, e-commerce and m-commerce (Suleman & Zuniarti, 2019). The perceived ease of use is stated as the sense of the user that new technology is easy (Lee et al., 2017). This backdrop alludes to user assumptions that purchasing on the Internet will entail a minimum of efforts. Ease of use applies to online commerce (Polas & Raju, 2021).

If the perceived utility relates to the consumer's thoughts on the outcome of the online shop experience, the perceived ease of use refers to their expectations of the process leading to the ultimate online shopping result. In summary, how easy shopping on the Internet is for users are to perform their responsibilities and how simple it is to utilize the Internet as a method of purchasing (Mondol et al., 2021). The technological acceptance model suggests that the perceived ease of use has a twofold influence on user intention of purchasing online, both directly and indirectly. Indirect influence on purpose is believed to be helpful since it is simple to utilize technology (Hanjaya et al., 2019).

2.2.3 Perceived Usefulness

Perceived Usefulness (PU) is described as a person's tendency to use an application and to believe that this perception will help him do a better work (Indarsin & Ali, 2017).

This variable has six dimensions divided into two groups. The first group is usefulness consisting of dimensions that included four types of dimensions such as work more quickly, makes job easier, useful, and increase productivity. The second group is effectiveness that consisting of two dimensions which are enhances effectiveness and improves my job performance (Indarsin & Ali, 2017). The concept of perceived utility is influenced by several factors, including the economic advantages associated with online shopping, such as cost-effectiveness and minimal expenses. The benefits of choosing a virtual store over a traditional brick-and-mortar store contribute significantly to perceived utility. Additionally, the ease of comparing different virtual shops further supports the perceived value (Moslehpour et al., 2018). The advantages of purchasing from a virtual store, as opposed to a traditional store, also play a crucial role in enhancing perceived utility. The convenience of comparing one virtual shop with another adds another dimension to the perceived value (Moslehpour et al., 2018). Furthermore, e-commerce websites provide application software and supportive services that assist customers in making informed decisions about purchasing a product or service. It's important to note that while some services may not be as convenient as traditional market experiences (such as the ability to physically sample, smell, or touch items), the overall benefits contribute to the perceived value (Moslehpour et al., 2018).

Perceived usefulness is defined as the extent to which an information system may improve the performance of users (Lanlan et al., 2019). The degree to which a customer believes that a piece of technology will help them be more productive at work is known as "perceived usefulness." To put it another way, when people use a given system and find that it improves their productivity, they will have a good outlook on it since they believe it has a greater influence on usefulness. Besides that, perceived usefulness is highlighted by

Davis et al. (1989) as one of the important cognitive elements pertaining to the accepting intention to utilize information technology. By definition, perceived usefulness is the amount of perception that utilizing technology will increase work performance and it is impacted by external influences. In the website system context, perceived usefulness relies on the technical elements, such as services and sophisticated technology in discovering items (Putri, 2021).

Consumer views of perceived utility may swap the positive purchasing intention in the context of e-commerce. In e-commerce, usefulness will be stated as customers' beliefs that buying via online retailers would enhance the result of their shopping experience (Genoveva & Dharmaatmaja, 2022). On the opposite point of view, perceived usefulness as consumer's judgment in which they feel that the technologies that the customers to embrace would benefit their activities. In this study purchasing intention is directly influenced by perceived utility. The degree to which a person feels that implementing a specific method will increase his or her work performance is referred to as perceived usefulness (Keni, 2020). As opposed to manual shopping systems, the perceived utility of an online shopping system may be felt as it can be utilized quickly and simply, as well as improve the work performance, boost productivity, enhance efficacy and the system is beneficial. The data is also confirmed by (Rahmiati & Yuannita, 2019) finding that perceived usefulness had an influence on customer purchase intentions. The apparent usefulness of youthful generations simplifies and facilitates their perception of the surroundings. Past investigators have cleared the structure for recognized usefulness and the purpose of future Internet users has been established (Driediger & Bhatiasavi, 2019).

2.2.4 Attitude

The majority of scholars agree that attitude is a characteristic of an individual's personality, despite the fact that it is difficult to develop a complete definition of attitude. Ahmed et al. (2017) defined attitude as the inclination to respond positively or negatively towards specific objects. However, some scholars have suggested that attitudes are shaped by intention and represent an individual's internal feeling of whether they hold a favourable or unfavourable view towards a product or service. This, he says, impacts consumers' intentions to acquire, dispose of, and use a thing in a certain manner. Perhaps this explains why various marketing strategies produced by marketers are impacted by customer sentiment (Gamama et al., 2020). Overall, this research defines attitude as customers' attitudes and sentiments towards internet-based product and service purchases.

In this study, the term "attitude" is defined as a multifaceted psychological construct that encompasses two distinguishable components: attitudes toward things and attitudes toward acts (Ajzen, 2001). "Attitudes toward things" refer to individuals' evaluations, feelings, or preferences concerning various objects, products, or entities. On the other hand, "attitudes toward acts" pertain to individuals' evaluations or feelings regarding specific behaviours or actions. In the context of this study, attitudes play a crucial role in shaping consumer behaviour, influencing decision-making processes related to online transactions, and impacting the overall dynamics of social commerce. The examination of attitudes encompasses an exploration of how individuals perceive and respond to both products or entities and specific actions or behaviours within the domain of social commerce. According to Tang et al., (2021), as this research examines the attitudes of working adults about E-shopping, attitudes regarding conduct are more relevant to the setting of this study. An attitude toward activity refers to "the degree to which a person has

a positive or negative opinion or appraisal of the action in issue," while a customer's attitude toward E-shopping refers to a customer's psychological condition in relation to making purchases over the Internet (Dani, 2017).

In addition, the theory of reasoned action (TRA) was the first to suggest Attitude, which is one of the major conceptions of individual voluntary behavior (TRA). The results of this examination might be favorable or bad. If a person judges the result favorably, they are more inclined to engage in this behavior. Certain ideas and prior experiences impact the attitudes of individuals towards a given behavior. Therefore, an attitude influences every choice made throughout the decision-making process (Rehman et al., 2019). Literature indicates a favorable association between attitude and online purchase intentions of consumers (Chin & Goh, 2017). If consumers have favorable sentiments about an online purchase behavior, they are more likely to engage in this behavior. Concerning the backdrop of the research, all global consumers witnessed a change in their shopping behavior due to health worries, worry, and lockdown (Oztürk, 2020). During the epidemic, consumers' opinions about internet shopping influenced their inclinations to acquire goods or services (Akar, 2021).

On the other side, attitude is also one of the most important drivers of advertising effectiveness. The notion or object is employed to represent an aggregate emotion or evaluation. This definition says that perceptions change throughout time as individuals learn about a topic or item from numerous sources. In this research, we consider attitude to be the overall impression of online advertisements in general, while attitude is the overall impression of a particular brand (Mondol et al., 2021). As argued by reasoned action theory, a person's motivations for action are heavily influenced by his or her behaviors. Moreover, prior research has showed that notoriety and brand behavior may impact the

effectiveness of promotional messaging (Kaushal & Kumar, 2016). Different online environment studies have revealed the importance of attitudes as a moderator in the link between website encouragement and the desire to purchase online (Redondo & Aznar, 2018). As an evaluation conclusion, the customer's online attitude via the online purchasing channel is either good or negative. Therefore, if the buyer has such a positive view, the consumer plans to purchase online. Future consumers might be positive about online shopping, although some of its partners could be gloomy (Mondol et al., 2021).

Some prior research has concluded, based on this premise, that attitude plays a crucial role in determining the desire to purchase or purchase additional things. When purchase intent increases, customers exhibit a positive attitude regarding items or services. On the other hand, there are several relevant study publications on the e-commerce sector, and the information system gives a great deal of empirical data discussing the positive association between attitude and buy intent (Tran & Nguyen, 2022). Consequently, attitudes about an action are thought to be a function of easily available behavioral beliefs regarding the activity's expected outcomes. Attitudes are acquired over time and are often difficult to alter, but may be changed by fulfilling psychological drive (Kim, 2021).

2.2.5 Subjective Norm

Subjective norm depend on a singular's view of what ought to or ought not to be done ward on the award or discipline that might emerge from participating in such way of behaving. This examination characterizes it as the inspiration a purchaser gets from companions, family, and partners to make buys by means of online shops. Individuals are more disposed to act assuming their good examples feel they ought to (Pea-Garca et al., 2020). This variable is an idea that is generally used as a forerunner in navigation.

According to the study, if consumers think that their peers favor online shopping; their willingness to make online purchases will grow. The study reveals the subjectivity inherent in consumer perceptions depending on their culture. Individualism may explain the moderating influence of national culture on connections in the regions studies (Pea-Garca et al., 2020).

In addition, previous research has shown that many aspects of internet buying are governed by subjective standards affected by public opinion and the expectations of certain groups (Noor et al., 2020). Subjective norms are "perceived demands on an individual to do a certain action and the individual's incentive to comply with those expectations" Thus, subjective norms represent how the consumer is influenced by the perception of certain relevant referents (e.g., family, friends, and coworkers) of his/her conduct (Genoveva & Dharmaatmaja, 2022). In several psychology studies, subjective standards have been regarded as a crucial determinant of perceived utility (Andoh, 2018).

In light of prior definitions, this research defines subjective norm as the effect of other people on a consumer's decision to purchase products and services over the Internet (Gamama & Quadri, 2021). Many earlier researches have also split the sorts of effect on consumers into two categories, such as the influence of reference groups and the influence of society. Impacts from reference groups include phone calls from friends, coworkers, and family, while the societal impact refers to information from media such as newspapers, radio, and expert opinion. In addition, there are previous studies that evaluate subjective standards and their emphasis on online buying community engagement (Nguyen, Thu et al., 2021). In the context of e-commerce, the subjective norm represents customers' impressions of reference groups and media about their capacity to buy things online (Dakduk et al., 2017).

On the other hand, subjective norms are an individual's viewpoint that is influenced by his or her friends, family, and relations to participate in or refrain from a specific action (Rehman et al., 2019). These prominent individuals exert social pressure on others to engage in or refrain from engaging in the conduct (Chiu et al., 2018). In the context of this research, we examine subjective norms as consumers' judgments of whether their circle of influence recognizes, encourages, and implements online purchase (Akar, 2021). The opinion of social groups or other influential individuals influences favorably the online purchasing intentions of consumers. With the emergence and spread of COVID-19, family or friends who share the same health worries and anxiety so as to follow the COVID-19 preventive tactics in online purchasing or e-commerce may influence a customer's online purchase intentions (Chan, Zhang, Josefsson, 2020). Thus, it demonstrates how people's propensity to do a certain activity is influenced by the approval of major referents whom they deem essential (Putri, 2021).

According to the research on subjective norms, the effect of subjective standards might produce ambiguous outcomes. Previous research has found that a person who aspires to conform to others' expectations and want to be the same would possess high subjective standards in E-shopping behavior (Tang et al., 2021). However, there have been inconsistent findings of subjective standards in the E-shopping literature. Prior research has shown that subjective standards have a substantial beneficial effect on customer purchasing intentions (Rasool et al., 2021). Subjective norms, on the other hand, have been demonstrated to have little or no influence on customers' plans to purchase online. In An Internet "trust and privacy" research found that unlike other technologies like the telephone or email, arbitrary rules had no significant impact in the early stages of Internet adoption (Khan et al., 2021). Subjective norm literature findings have been inconsistent, therefore

greater research is needed to understand how generalizable subjective norms are across different contexts.

2.2.6 Perceived Behavior Control

By tolerating and representing the aim conduct hole, perceived behavioral control, an expression promoted by the hypothesis of arranged conduct, gives a substantial clarification for the intricacy of social expectation (Ajzen and Schmidt, 2020). In particular, the hypothesis of arranged direct is an expansion of the hypothesis of contemplated activity that consolidates social control as a determinant of expectation and conduct (Conner, 2020). Individuals who mean to embrace a given movement might not have volitional command over that direct; the absence of volitional control might be inferable from the presence of conduct control that obstructs the real execution of that activity. When perceived behavioral control is no longer possible owing to the disappearance of the intention-behavior gap, the theory of planned conduct is reduced to the theory of reasoned action (Lim & Weissmann, 2021). The reasoned action approach, which utilizes planned behavior as a theoretical lens, has been used in the vast majority of behavioral control research (Hagger, 2019). When essential elements connected to the behavior of interest, as well as the processes by which these determinants influence the behavior, are uncovered efficiently and responsibly using a focused, single theoretical approach, the inquiry is usually acceptable (Lim, 2018).

Perceived behavioral control is a person's view of his or her own behavioral capabilities. In addition, perceived behavioral control conceptualizes an individual's ability to regulate their actual behavior, which executes or does not execute the transaction dependent on their capabilities. Perceived behavioral control is a major predictor of intent

(Kashif et al., 2018). Based on past experience and anticipated behavioral obstacles, perceived behavioral control implies control over access to product descriptions, access to interpersonal communications, acquisition and purchasing processes, and access that online stores have over their personal information during the online navigation process. In light of the many definitions, this study defines perceived behavioral control as consumers' confidence in their capacity to acquire goods and services over the Internet (Pulka et al., 2020).

TPB presents the thought of perceived behavioral control (PBC) and characterizes it as the definitive variable among goals and genuine way of behaving. Thusly, an individual who needs command over a situation might be less propelled to partake in it. Because of the vulnerability produced by the immaterial climate, e-commerce business might address a deficiency of control; hence, PBC in this research is a basic part to investigate to grasp the production of shopper conduct goals in the setting of online business (Pea-Garca et al., 2020). Furthermore, it portrays a singular's convictions about their gifts to do a specific action and the accessibility of assets or potential open doors expected to show the way of behaving (Rehman et al., 2019). Past researchers characterized PBC as the apparent straightforwardness or trouble of procuring on the web things and administrations (Rehman et al., 2019). Perceived behavioral control has dual functions. It is one of the factors that determine intents. If a consumer has greater confidence in his or her talents, he or she is more likely to intend to make an online buy. In addition, it influences real conduct. (Redda, 2019). If a buyer considers online shopping as simple, he or she is more likely to participate in real online shopping activity (Akar, 2021).

Perceived behavioral control in the context of online purchasing defines customers' views of accessible resources and expertise required to do online shopping (Nguyen, Thu

et al., 2021). Currently, because to the Covid-19 epidemic, individuals are required to limit their personal contact and remain at home; thus, the majority have shifted to online delivery services to access familiar businesses. This rapid and significant shift has boosted the volume of orders placed via retailer's websites - a purchasing channel that would have taken years to persuade Vietnamese consumers to use (Nguyen, Thu et al., 2021). In addition, perceived behavioral control as an individual's own capacity to govern his or her real conduct that accomplishes the transaction is contingent on the individual's capacities (Kim, 2021). In addition, perceived behavioral control conceptualizes the individual's capacity to manage their real behavior, which performs or does not execute the trans-activity based on their capabilities (Rehman et al., 2019).

2.2.7 Hedonic Motivation as Moderator

Hedonic motivation refers to the purchasing behavior of customers who are more wary of emotional factors such as experience, prestige, pleasure, social standing, feelings, and social images (Mufarrofah and Yuniati, 2016). A person with hedonic consuming traits creates considerable responses, such as multisensory, imaginative, and emotional components of consumer interactions with goods. In addition, hedonic motivation is a crucial predictor of purchase intention in studies of consumer behavior, and it has recently been linked to customer satisfaction and loyalty. In the context of technology, hedonic motivation is defined as the enjoyment or pleasure derived through the use of technology (Tyrvaainen, 2020). The technology acceptance model is the most often used paradigm for adopting information technology and information systems (TAM).

According to Oluwajana et al. (2019), TAM can address intrinsic motivation, specifically cognitive absorption, while HMSAM, a hedonic-motivation system acceptance

model, complements TAM and the unified theory of technology adoption and utilization. Fard (2019) found that hedonic motivation significantly affects online purchase intention. Additionally, the desire to shop online is influenced by both hedonic and utilitarian factors.

Novela et al., (2020) states that hedonic motivations is comprise seeking engagement, happiness, escape, fantasy, pleasure, awakening, and sensuality. It is subdivided into a number of aspects, the first of which is the shopping concept, which is defined as the shopping activities that allow consumers to add and refresh their knowledge of new trends and styles, as well as to view innovations and new goods on the market. The second dimension is satisfaction shopping, which consists of shopping activities designed to alleviate stress, improve mood, and expel bad energy. A consumer's shopping experience might be used to relax, improve a bad mood, or just provide entertainment. The drive to purchase for gratification is related to distraction and self-esteem. And the third dimension is value shopping, which is defined as purchasing actions that strive to get greater value by obtaining lower prices, seeking price reductions, and exploring for items or services with the lowest pricing (Novela et al., 2020).

According to research conducted on e-commerce, hedonic motivation has been shown to have a favorable correlation with online (re)purchase intentions. Also, the buying of clothes is often motivated by feelings rather than by sensible considerations. In addition, young people see shopping for fashion as a kind of leisure activity, placing a high value on amusement and pleasure as important factors in determining whether or not they would make a purchase. In light of the fact that restaurants and movie theaters have been forced to close because of the partial shutdown of the federal government, the hypothesis contends that hedonic incentive plays a significant part in online shopping during the COVID-19 outbreak (Koch et al., 2020). Hedonic motivation may also be defined as an

attitude that emerges naturally inside the consumer throughout the course of their experience. There are many subtypes of hedonic shopping, such as "adventure shopping," which refers to the act of purchasing items in preparation for a trip with the intention of experiencing "adventure and a new world," and "satisfaction shopping," which refers to the act of purchasing items with the intention of relieving stress, getting rid of boredom, and delighting oneself (Laura et al., 2020).

The role of hedonic motivation is pivotal, acting as a variable that shapes the strength and direction of the relationship between Malaysian consumers' purchase intentions in social commerce. This suggests that the impact of various factors on purchase intentions may fluctuate depending on the level of hedonic motivation. Previous studies highlight that motivation undergoes changes when stimulated by factors relevant to the consumer, determined by individual values, goals, and requirements. The motivation process initiates when the customer identifies a need, which could be utilitarian (linked to the product's function) or hedonic (related to multi-sensory features, emotions, imaginations, or experiences) (Coimbra et al., 2022).

Within the realm of online purchases, understanding customer motives has been a focal point in e-commerce research. While the majority of studies have concentrated on utilitarian motives for a rational purchase experience, there is a growing consensus among experts that the emotional pleasure motive should be consistently evaluated throughout the entire purchase process (Coimbra et al., 2022). Therefore, this perspective is grounded in a comprehensive understanding of consumer behaviour, underscoring the pivotal role of emotional and experiential factors in shaping purchasing decisions.

2.3 Review of Relevant Theoretical Models

2.3.1 Technology Acceptance Model (TAM)

The TAM is often used to describe how people may embrace and apply a certain breakthrough technology. The TAM reveals that perceived ease of use and perceived utility are the two most influential indicators of an individual's attitude toward a technology (Matute-vallejo & Llull, 2019). TAM is also the most well acknowledged model for understanding client sentiments around mobile technology adoption. Individually specified attitude determinants are adopted from the idea of reasoned action, which is the crucial distinction here (Genoveva & Dharmaatmaja, 2022). TAM is restricted in its capacity to deal with intrinsic motivation, especially cognitive absorption such as sensory/cognitive curiosity, control, pleasure and satisfaction, engagement, and temporal separation (Genoveva & Dharmaatmaja, 2022).

In this context, TAM becomes crucial in understanding the foundational factors influencing consumers' acceptance of technology. The incorporation of TAM allows for an examination of how perceived ease of use and perceived utility shape consumers' attitudes, impacting their intention to adopt and use technology. This is particularly relevant in the social commerce landscape, where technology plays a significant role in shaping consumer behaviours. Moreover, TAM serves as a valuable tool for predicting the purchase intentions of both experienced and novice customers based on their activities (Saleem et al., 2022). This predictive capability is essential when unravelling the moderating impact of hedonic motivation on consumer purchase intention in social commerce. By understanding how individuals perceive the ease of use and utility of technology in the social commerce context, researchers can then explore how hedonic motivation interacts

with these perceptions, influencing the overall purchase intentions of Malaysian consumers.

TAM is the information service theory that describes how people adopt and use a certain technology. Several academics have enlarged the TAM model and applied it to several technologies, including e-learning, teleconferencing, and short messaging service (Hamid et al., 2016). The Technology Acceptance Model (TAM) is regarded the most essential and extensively used theory to explain an individual's acceptance of technology since it presents just two elements, namely perceived ease of use and perceived utility, that have a reciprocal impact on intention. Furthermore, TAM may be used to forecast the behavior of both experienced and novice customers, with varying focus on the factors of buy intention. In addition, a lot of longitudinal study has been done in light of TAM, and the findings suggest that perceived ease of use and perceived usefulness are key drivers of behavioral intention (Rehman et al., 2019). In Assaker (2020) says that although perceived utility is the most essential criterion for males and younger generations, perceived ease of use is more crucial for females and older travellers.

Additionally, cultural norms, such as power distance, collectivism, masculinity, and uncertainty avoidance, impact technological adoption (Hatamifar et al., 2021). Considering the cultural context of Malaysia, TAM becomes even more pertinent for understanding how technology is accepted and utilized in social commerce. The theory helps unravel the complexities of technology adoption by considering cultural nuances, providing a comprehensive framework for studying the moderating impact of hedonic motivation.

In conclusion, TAM is indispensable for the chosen topic as it provides a theoretical lens to examine the core elements influencing consumer acceptance of technology in social

commerce. Its applicability to predict purchase intentions, consideration of cultural factors, and relevance to the Malaysian context make it an invaluable tool in unravelling the moderating impact of hedonic motivation on consumer purchase intention in the realm of social commerce.

2.3.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is a crucial theoretical framework in understanding and predicting consumer behavior, particularly in the context of online purchases and social commerce. Studies, such as those conducted by Bhatti et al. (2021) and Rehman et al. (2019), underscore the effectiveness of TPB in predicting human actions. However, challenges arise as TPB traditionally does not consider certain factors such as fear, threat, and trust in predicting consumer behavior (Bhatti et al., 2021).

In this context, TPB plays a pivotal role. TPB posits that a person's intentions, shaped by their attitudes, subjective norms, and perceived behavioral control, are key determinants of their behavior (Camacho et al., 2022). This aligns with the study's focus on understanding how Malaysian consumers' intentions to make purchases in the realm of social commerce are influenced by hedonic motivation.

The TPB's emphasis on perceived behavioral control is particularly relevant when examining online consumer behavior. Kamalul Ariffin et al. (2018) highlight the significant impact of perceived behavioral control on internet purchases. This aligns with the study's exploration of how hedonic motivation moderates the relationship between perceived behavioral control and purchase intention in social commerce.

The TPB's core idea that intentions are influenced by individuals' feelings about an action, their attitudes towards participating in it, and their perceived success aligns with the

emotional and experiential aspects associated with hedonic motivation (Camacho et al., 2022). Understanding the interplay between hedonic motivation and these components of TPB is essential in unraveling the complexities of consumer purchase intentions in the social commerce landscape. Moreover, TPB recognizes that individuals are rational beings who consider information before making decisions. This resonates with the study's exploration of how consumers in Malaysia, guided by hedonic motivation, rationalize and make decisions regarding their purchase intentions in the context of social commerce (Sutisna & Handra, 2022).

In conclusion, the Theory of Planned Behavior (TPB) is essential for the chosen topic as it provides a theoretical foundation to examine the determinants of consumer behavior in social commerce, with a specific focus on purchase intentions in the Malaysian context. TPB's emphasis on intentions, attitudes, subjective norms, and perceived behavioral control aligns with the study's exploration of the moderating impact of hedonic motivation on Malaysian consumers' purchase intentions in the social commerce domain.

2.4 Proposed Theoretical Framework

This study added to what is known by putting together the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) and looking at how they affect consumers' plans to buy something. Also, the moderator for this study will be hedonic motivation. This is because a previous study suggested that hedonic motivation, electronic satisfaction, or consumer awareness should be added between TAM and TPB elements and consumer purchase intention (Rehman et al., 2019).

Besides, in general, hedonic motivation can be an important moderator in the relationship between social commerce and consumer purchase intention because it

represents the non-utilitarian or experiential aspect of online shopping that can influence the consumer's perception of enjoyment, pleasure, and emotional satisfaction in the shopping process. Hedonic motivation can also enhance the consumer's engagement and immersion in the social commerce platform, leading to a stronger sense of connection and identification with the brand or community, and ultimately, a higher intention to purchase (Chen et al., 2019). Hence, hedonic motivation was chosen as the moderator to test in this study. In this study, the conceptual framework is shown in Figure 2.1.

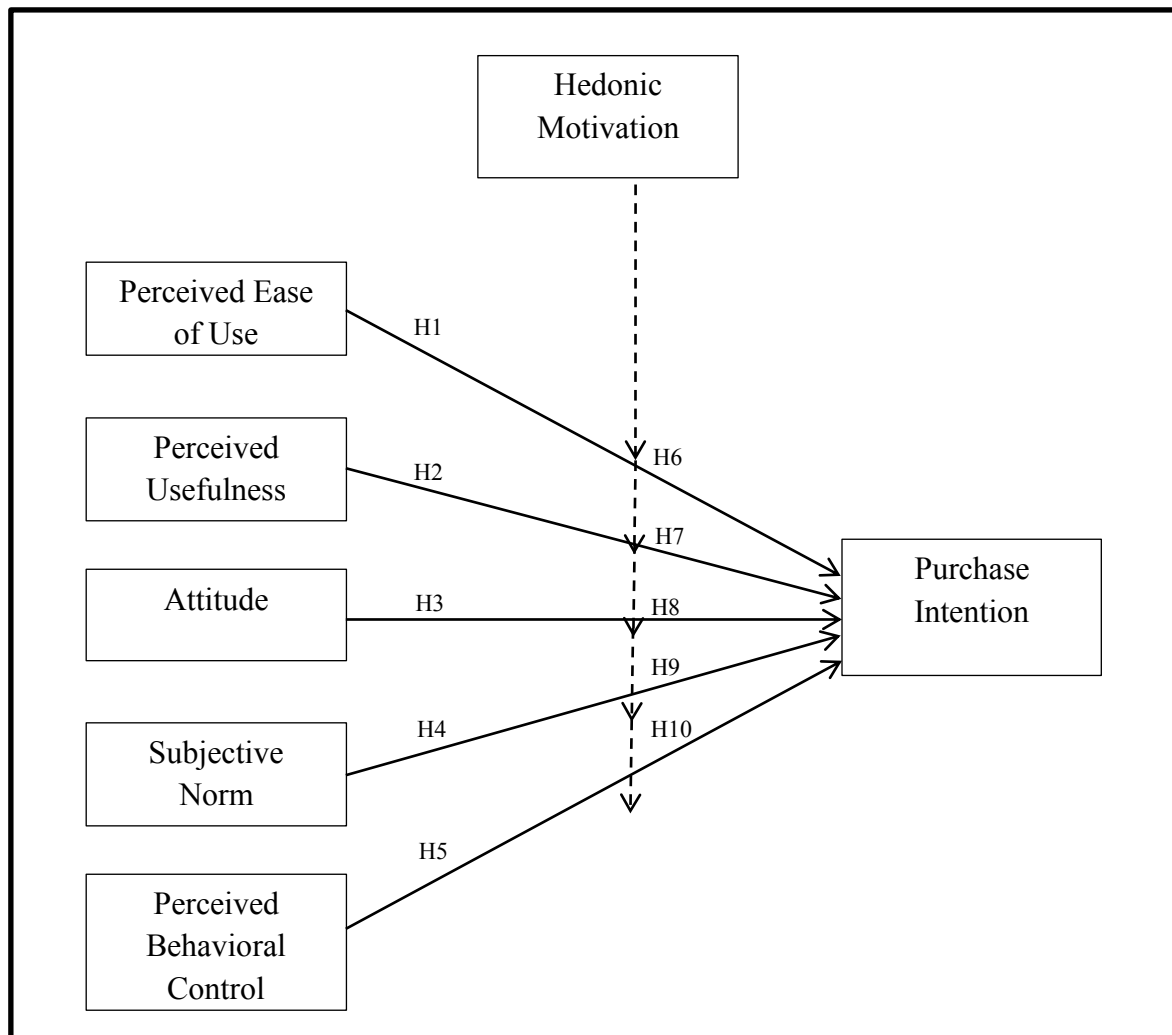


Figure 2.1: Research Model

2.5 Hypothesis Development

Hypothesis development is a critical step in the research process, where researchers develop a set of testable predictions or propositions based on a theoretical or conceptual framework. Hypotheses help researchers to focus their research efforts and provide a clear direction for data collection, analysis, and interpretation. The development of hypotheses involves identifying key variables, their relationships, and the expected outcomes.

2.5.1 The moderating roles of hedonic motivation in social commerce affect perceived ease of use and purchase intention.

The connection between perceived ease of use and consumer purchase intention holds significant importance, particularly in the context of social commerce. Perceived ease of use refers to the belief that utilizing a system or technology will be effortless, influencing users' attitudes and behaviours. The relationship is marked by a positive influence on purchase intention, as individuals who perceive a platform as easy to use tend to develop a positive attitude toward it. This positive perception contributes to a smoother and more enjoyable user experience, fostering a greater intention among consumers to make a purchase.

Adding a layer of complexity to this relationship, hedonic motivation emerges as a crucial moderating factor in the realm of social commerce. Hedonic motivation, driven by pleasure, entertainment, and enjoyment, plays a pivotal role in shaping how consumers perceive the ease of use of a platform and their subsequent intention to make a purchase (Tyrvaenen, 2020). When consumers are motivated by hedonic factors, they exhibit a greater willingness to explore and experiment with new features and functionalities of a

social commerce platform. This heightened curiosity and engagement contribute to a more positive perception of ease of use, thereby enhancing the likelihood of making a purchase.

Conversely, when consumers are primarily motivated by utilitarian factors such as efficiency and practicality, their focus is directed towards completing tasks quickly and easily. In this scenario, they may be less inclined to explore new features and functionalities, as their goal-oriented mind set may prioritize task completion over exploration.

To clarify, the hypothesis centres on the idea that a positive perception of ease of use leads to a higher consumer purchase intention. Additionally, the moderating influence of hedonic motivation is introduced, suggesting that the relationship between perceived ease of use and purchase intention is contingent on whether consumers are primarily driven by hedonic or utilitarian motivations. This nuanced understanding contributes to unravelling the complexities of consumer behaviour in the dynamic landscape of social commerce. Therefore, the hypothesis are:

H1: Perceived ease of use has a significant and positive influence on consumer purchase intention.

H6: Hedonic motivation has a significantly and positively moderate the relationship between perceived ease of use and consumer purchase intention.

2.5.2 The moderating roles of hedonic motivation in social commerce affect perceived usefulness and purchase intention.

The relationship between perceived usefulness and consumer purchase intention in social commerce is a critical aspect of understanding consumer behaviour in the digital

marketplace. Perceived usefulness refers to an individual's belief that using a particular system or technology will enhance their effectiveness in performing tasks. In the context of social commerce, this perception has direct implications for consumers' intentions to make a purchase.

Research suggests that hedonic motivation plays an important role in shaping consumer behavior in social commerce. One aspect that has been explored is the moderating effect of hedonic motivation on the relationship between perceived usefulness and purchase intention. It will give a positive influence on consumer purchase intention because high perceived usefulness generally correlates positively with consumer purchase intention. When individuals believe that a social commerce platform serves a valuable purpose and facilitates their shopping goals, they are more likely to express a positive intention to make a purchase.

Hence, a study by Zhang et al. (2021) investigated the role of hedonic motivation in influencing the relationship between perceived usefulness and purchase intention in social commerce. The authors found that hedonic motivation positively moderates the relationship between perceived usefulness and purchase intention, suggesting that consumers are more likely to make purchases when they perceive the usefulness of the product and also experience pleasure and enjoyment while browsing and interacting with social commerce platforms. Chen and Lu (2020) also examined the moderating effect of hedonic motivation on the relationship between perceived usefulness and purchase intention in the context of social commerce. The authors found that hedonic motivation significantly moderates the relationship between perceived usefulness and purchase intention, indicating that consumers who are motivated by pleasure and enjoyment are more likely to make purchases when they perceive the usefulness of the product.

In summary, the moderating effect of hedonic motivation on the relationship between perceived usefulness and purchase intention in social commerce has been shown to be significant in recent studies, suggesting the importance of considering the role of pleasure and enjoyment in consumer decision-making. This also will affect them to purchase to intention even more. Therefore, the proposed hypotheses of the following study are:

H2: Perceived usefulness has a significant and positive influence on consumer purchase intention

H7: Hedonic motivation has a significantly and positively moderate the relationship between perceived usefulness and consumer purchase intention.

2.5.3 The moderating roles of hedonic motivation in social commerce affect attitude and purchase intention.

In the empire of social commerce, there is substantial empirical evidence highlighting the crucial link between attitude and the intention to purchase, emphasizing the pivotal role that attitude plays in consumers' decision-making processes (Tran & Nguyen, 2022). Notably, studies assert that a positive attitude is instrumental for consumers when deciding whether to engage in purchasing through social commerce.

Positive emotions, stemming from the hedonic motivation factor, significantly contribute to shaping consumer attitudes and fostering the intention to make a purchase through social commerce. Tran and Nguyen (2022) underline the importance of hedonic motivation in instilling positive beliefs in consumers, ultimately influencing their attitudes and maintaining a steadfast intention to make purchases without wavering.

Singh et al. (2020) conducted a comprehensive investigation into the factors influencing consumer attitudes towards social commerce in emerging markets, particularly focusing on China and India. The study uncovered a positive moderation effect of hedonic motivation on the relationship between attitude and purchase intention in both countries. This implies that consumers in these markets are more inclined to engage in purchases through social commerce platforms when they perceive the experience as pleasurable and emotionally satisfying.

In essence, the organized perspective emphasizes the interconnectedness of attitude and consumer purchase intention in social commerce, shedding light on the facilitative role of hedonic motivation. The positive emotions generated by hedonic motivation contribute to shaping favourable attitudes, solidifying consumers' intentions to make purchases through social commerce platforms. This insight suggests that companies should prioritize creating hedonically satisfying experiences to enhance consumer attitudes and, in turn, bolster purchase intentions in the realm of social commerce. Therefore, the proposed hypotheses of the following study are:

H3: Attitude has a significant and positive influence on consumer purchase intention.

H8: Hedonic motivation has a significantly and positively moderate the relationship between attitude and consumer purchase intention.

2.5.4 The moderating roles of hedonic motivation in social commerce affect subjective norm and purchase intention.

In the context of social commerce, the subjective norm plays a crucial role in shaping consumers' perceptions regarding how their reference groups and media influence their ability to make online purchases (Dakduk et al., 2017). This influence is particularly

evident when consumers assess the information provided by reference groups, such as parents or friends, regarding social commerce. The perceived quality of this information contributes to shaping consumer intentions to engage in online purchases. It's important to note that subjective norms, however, do not exhibit a direct and significant relationship with actual consumer behavior.

Wang et al. (2021) delved into the impact of social commerce characteristics on consumer purchase intention, introducing the mediating role of subjective norms and the moderating role of hedonic motivation. The study uncovered that subjective norms serve as a mediator between social commerce characteristics and purchase intention. This suggests that consumers, influenced by the characteristics of social commerce, form subjective norms that, in turn, influence their intention to make purchases. Additionally, the study identified the moderating effect of hedonic motivation on the relationship between subjective norms and purchase intention. Hedonic motivation was found to play a crucial role in shaping consumers' subjective norms and influencing their purchase intentions in the realm of social commerce.

In summary, the organized perspective underscores the significance of subjective norms in influencing consumer purchase intentions in social commerce. The role of hedonic motivation emerges as a key factor in this relationship, as it not only moderates the connection between subjective norms and purchase intention but also contributes to consumers' strong beliefs in social media platforms. Hedonic motivation, by providing positive experiences and benefits, strengthens consumers' intentions to make purchases through social commerce. So, here are the ideas for this study's proposed hypotheses:

H4: Subjective norm has a significant and positive influence on consumer purchase intention.

H9: Hedonic motivation has a significantly and positively moderate the relationship between subjective norms and consumer purchase behaviour.

2.5.5 The moderating roles of hedonic motivation in social commerce affect perceived behavioral control and purchase intention.

In the landscape of social commerce, perceived behavioural control emerges as a pivotal factor influencing individuals' decisions by assessing their skills, resources, and a sense of control over the decision-making process (Rehman et al., 2019). This element prompts individuals to determine whether engaging in social commerce is a suitable platform for comparing prices and reviewing products. The belief in their ability to navigate and control their decisions within social commerce environments is integral to shaping consumer intentions to make purchases.

Liu, Wang, and Ma's (2021) investigation into the impact of social influence and hedonic motivation on online shopping behaviour within a social commerce context sheds further light on the dynamics of perceived behavioural control. The study reveals that both social influence and hedonic motivation exert positive effects on online shopping behaviour. Importantly, hedonic motivation is identified as a moderator in the relationship between social influence and online shopping behaviour. Additionally, perceived behavioural control is found to partially mediate this relationship.

This study underscores the significance of considering the role of hedonic motivation in the social commerce landscape. It suggests that hedonic motivation not only enhances the impact of social influence on online shopping behaviour but also plays a

crucial role even when perceived behavioural control is taken into account. The positive emotions, joy, and user-friendly aspects of social commerce contribute to consumers' perceived control over their behavioural decisions, making the purchase intention a seamless and enjoyable process. In essence, the organized perspective emphasizes the interplay of perceived behavioural control, hedonic motivation, and social influence in shaping consumer purchase intentions within the dynamic realm of social commerce. So, the following theory was put together:

H5: Perceived behavioral control has a significant and positive influence on consumer purchase intention.

H10: Hedonic motivation has a significantly and positively moderate the relationship between perceived behavioural control and consumer purchase intention.

Table 2.1 Summary of Hypothesis

No.	Research Objective	Research Question	Hypothesis
1.	To investigate the relationship between perceived ease of use toward consumer purchase intention in social commerce.	Does social commerce affect perceived ease of use and consumer purchase intention?	H1: Perceived ease of use has a significant and positive influence on consumer purchase intention.
2.	To investigate the relationship perceived usefulness toward consumer purchase intention in social commerce	Does social commerce affect perceived usefulness and consumer purchase intention?	H2: Perceived usefulness has significant and positive influence on consumer purchase intention.
3.	To explore the relationship between attitude toward consumer purchase intention in social commerce.	Does social commerce affect attitude and consumer purchase intention?	H3: Attitude has a significant and positive influence on consumer purchase intention.
4.	To explore the relationship between subjective norm toward consumer purchase intention in social commerce.	Does social commerce affect subjective norm and consumer purchase intention?	H4: Subjective norm has a significant and positive influence on consumer purchase intention.
5.	To explore the relationship between perceived behavioural control toward consumer purchase	Does social commerce affect perceived behavioural control and consumer purchase intention?	H5: Perceived behavioural control has a significant and positive influence on consumer purchase intention.

Table 2.1 continued.

	intention to social commerce.		
6.	To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived ease of use and consumer purchase intention.	Does moderating role of hedonic motivation social commerce affect perceived ease of use and consumer purchase intention?	H6: Hedonic motivation has a significantly and positively moderate the relationship between perceived ease of use and consumer purchase intention.
7.	To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived usefulness and consumer purchase intention.	Does moderating role of hedonic motivation social commerce affect perceived usefulness and consumer purchase intention?	H7: Hedonic motivation has a significantly and positively moderate the relationship between perceived usefulness and consumer purchase intention.
8.	To find out the moderating roles of hedonic motivation in social commerce between the relationships of attitude and consumer purchase intention.	Does moderating role of hedonic motivation social commerce affect attitude and consumer purchase intention?	H8: Hedonic motivation has a significantly and positively moderate the relationship between 9.attitudes and consumer purchase intention.

Table 2.1 continued.

9.	To find out the moderating roles of hedonic motivation in social commerce between the relationships of subjective norm and consumer purchase intention.	Does moderating role of hedonic motivation social commerce affect subjective norm and consumer purchase intention?	H9 Hedonic motivation has a significantly and positively moderate the relationship between subjective norms and consumer purchase intention.
10.	To find out the moderating roles of hedonic motivation in social commerce between the relationships of perceived behavioural control and consumer purchase intention.	Does moderating role of hedonic motivation social commerce affect perceived behavioural control and consumer purchase intention?	H10: Hedonic motivation has a significantly and positively moderate the relationship between perceived behavioural controls and consumer purchase intention.

2.6 Chapter Summary

This chapter examines and discusses empirical results that are connected to the elements affecting the function of hedonic incentive in social commerce toward consumer purchase intention. In the next chapter, proper data analysis methods will be used to analyse the primary goal of the literature study for the hypotheses.

CHAPTER 3

METHODOLOGY

3.1 Chapter Introduction

This chapter will examine the architecture and methodology section of the research report. From the project planning stages until data collecting, a systematic approach was used in cross sectional approach whereas data collected from a sample of individuals or elements at a single point in time. This chapter describes the study methodology in terms of test type, data collecting strategies, sample design, process model creation, measurements, and data analysis methodologies. It will describe how the work should be performed in order to accomplish the aim of this whole investigation. The form of data processing and testing methodologies including steps ranging from broad conclusions to exhaustive data collecting, analysis, and understanding processes. The choice of a research technique is often influenced by the nature of the studied topic, the particular viewpoints of the researchers, and the analytic audience.

3.2 Research Design

A study design is an agreement way to collect data and figure out what it means in a way that tries to balance the economic and methodological importance of the research goals. Design of research is the combination of technique, organisation, strategy, and study that ensures issues are addressed and variance is minimised (Megel & Heermann, 2016). Not only does study architecture recognise and specify the apparently infinite choices that must be taken throughout the gathering, processing, and interpretation of data, but it also provides a coherent framework for those decisions. In the drought, the study design also serves as the conceptual framework for data collecting, computation, and interpretation

(Megel & Heermann, 2016). The research will assist the investigator organise his thoughts so he can identify errors and weaknesses. The study will assist the investigator organise his ideas so he can seek for errors and defects (Megel & Heermann, 2016).

In research methodologies, there are two forms of analysis: quantitative and qualitative. The approach utilised is quantitative research, which is followed by a comprehensive examination of the phenomena via the acquisition of statistical data and the use of statistical, mathematical, or computational tools (Bhat, 2019). Qualitative analysis is a sort of social science study in which non-numerical data is examined to determine its meaning. It attempts to describe social life through the eyes of various groups or locations (Crossman, 2020). As a result, the emphasis of this research paper will be on quantitative research, which is a sort of research design.

In the social sciences, quantitative research is often done by using the methods listed above to get a quantitative sample. In this research method, researchers and statisticians use mathematical frameworks and theories related to the number at hand (Bhat, 2019). Quantitative analysis uses models that are analytical, detailed, and sometimes even forensic. The results of this type of investigation are logical, factual, and clear. The processing of data was done in a systematic way and on a larger scale, covering the whole population (Bhat, 2019). So, this quantitative analysis will be used to describe the sample variables, to look at the relationship between some variables, and to figure out the relationship between the variables.

3.3 Data Collection Method

3.3.1 Primary Data

Primary data is new information that you get directly from people in your field. This information can be gathered through methods like questionnaires, surveys, interviews, observations, experiments, photos, diaries, and manuscripts (Wolf, 2016). The main goal of this study project is to figure out what e-commerce customers want to buy. The survey participants should answer the questions based on how they have used this social commerce in the past. In this study, questionnaires will be used as the main way to collect data, and they will be sent to the people we want to hear from using Google forms.

3.3.2 Secondary Data

Secondary data refers to information that the opposite party has obtained from the public record. There are many free or low-cost sources of this material and it will offer you a solid basis for any research effort by teaching you where to obtain it and how to evaluate its value and relevance (Wolf, 2016). For work that is becoming increasingly prevalent, academics all across the globe are collecting and using a growing amount of secondary data. A researcher's main research might involve core scientific principles gathered by someone else (Wolf, 2016). Most of the data for this study came from secondary sources like journal articles, website articles, news, reports, and research that have already been done.

3.4 Sampling Design

3.4.1 Population Sampling

According to Cooper and Schindler (2010), a population can be defined as the collective number of attributes. Similarly, Creswell (2008) described the target population

as a category of individuals possessing shared features that were identifiable and could be assessed.

For this study, the unit analysis selected as the level of assessment was determined to be at the individual level. By selecting the individual as the unit of analysis, the researchers are likely collecting data from individual consumers to understand how their hedonic motivation influences their purchase intentions in the context of social commerce. This means that data on individuals' motivations, behaviours, and intentions will be collected, analysed, and used to draw conclusions about the research question. This choice of the individual level as the unit of analysis allows for a detailed examination of the relationship between hedonic motivation and consumer purchase intention in social commerce. Researchers can use various research methods, such as surveys, experiments, or interviews, to gather data from individual consumers and gain insights into their motivations and intentions related to online shopping.

3.4.2 Sampling Size

According to the Department of Statistics Malaysia Official Portal (2021), Malaysia's population is expected to reach 32.7 million in 2021, indicating a rise from 32.6 million in 2020, with an annual growth rate of 0.2%. The number of non-citizens dropped from 3 million in 2020 to 2.7 million in 2021, which caused the growth rate of the population to slow down. This was in line with the Movement Control Order (MCO), which shut down borders and sent foreigners back to their home countries after the COVID-19 pandemic spread around the world. Citizens' growth rate stayed the same at 1%, and the number of people in the country went from 29.7 million in 2020 to 30 million in 2021. At this point, the population is broken down by gender. The number of men is

16.8 million, while the number of women is 15.9 million. In the year 2021, there will be 106 men for every 100 women. For the years 2020 and 2021, there will be 102 male citizens and 156 male non-citizens for every 100 female citizens. This shows that nothing has changed.

Ensuring an adequately appropriate sample size selection was ascertained in this study utilized G*Power 3 Statistical Power Analyses to compute the minimum sample size. Hair et al. (2017) recommended researchers use programs such as G*Power to conduct power analyses specific to model setups. G*Power offers easy to apply power analyses for a much larger variety of common statistical tests (Faul et al., 2007). The result is shown in the table below by entering the number of exogenous variables of five main constructs in the G*Power. Based on Table 3.1 at the 95% confidence level ($\alpha=0.05$), the minimum required sample size determined from the G*Power is 138. This decision was taken to ensure a suitable estimation of the population attributes.

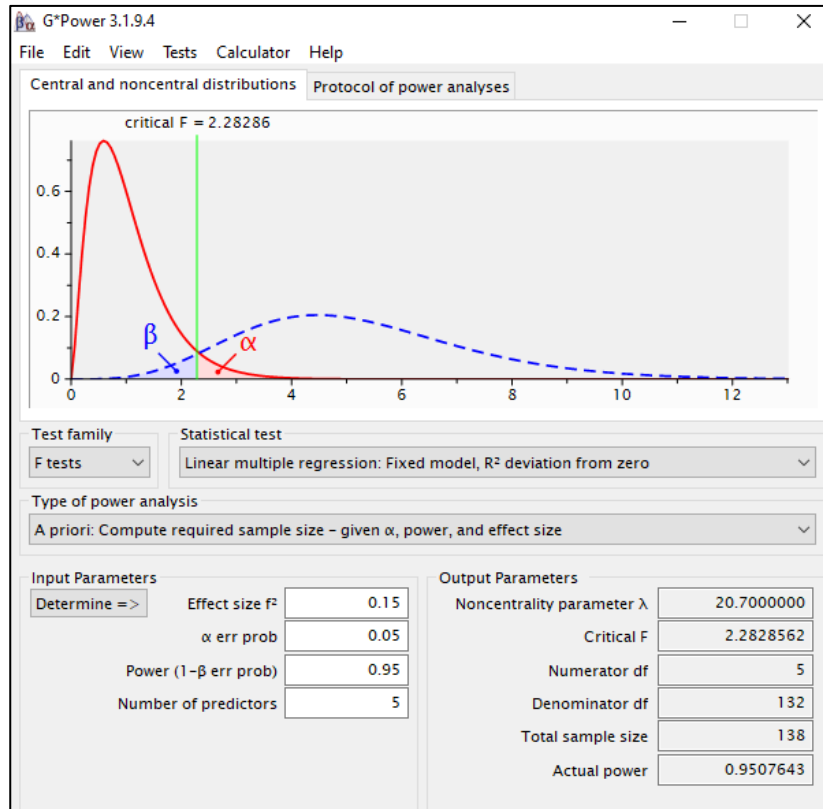


Figure 3.1: Priori Power Analysis

3.4.3 Sampling

In quantitative research, probability sampling is often the preferred method for selecting individuals to represent a particular population. It's considered one of the most intensive types of sampling because it ensures that each member of the population has an equal and independent chance of being included in the sample (Creswell, 2008). To achieve this, researchers frequently employ random sampling methods, such as random number generators or random selection techniques, which help minimize bias and produce a sample that is representative of the population (Johnson, 2015).

3.5 Research Instrument

This study's theoretical framework is made up of six variables. Each part of the framework is measured by a number of different items. Some old studies used to take

variables from other studies and use them in their own. In this study, the main data for this analysis came from a standard questionnaire that the participants filled out on their own. The 28 items were measured using a Likert Scale with five points: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1) (Al-marroof, 2021). So, the respondents would have to choose which of the five options on the Likert scale they liked best to show how much they agreed or disagreed with the answer.

This study has a questionnaire that is written and sent to the respondent. This makes it easy and comfortable to share. There will be eight different parts to the questionnaire. In section A, there are questions about the respondent's social and demographic background. In section B, there are questions about the respondent's experience with e-commerce through social media. From Section C, this section has 4 questions about how easy people think it is to use. For Section D, there are four questions about how useful they are thought to be. From section E, this section has 5 items that fall under the attitude variable. Section F has three questions about the subjective norm variable. Next, section G is made up of four items that also show up in the perceived behavioural control variable. On the other hand, section H also has 4 questions that will be explained in the hedonic motivation variable, which acts as a moderator in this study. Last but not least, section I has three questions that show how consumers have the intention to purchase through social commerce.

Hence, 500 accuracy check respondents are picked at random for a pilot study before the independent variables and dependent variables are put to the test. At the beginning, questions were laid out and set. Certain questions would be changed and fixed as needed so that the respondent could understand them better. The pilot test questionnaires are then sent to people chosen at random. Respondents should pay enough

attention to all of the questions and share their ideas about each object in a constructive way. So, respondents who want to help them answer the questions must give clear explanations and answers to any questions they don't understand.

Therefore, before all 500 sets of questionnaires are done, the researcher should put together all the information in an organised way. Both sets of data need to be gathered and analysed for the help of SPSS to count the reliability and SmartPLS software. We will do a real test of the relationship between the variables as long as the questions being checked are consistent and reliable. In Table 3.1, the function and calculation object are described in a table.

Table 3.1: Summary of Section Questionnaires

Section	Purpose	No. of Items	Sources
A	Socio Demographic Profile	7	-
B	Online Shopping Experience	4	-
C	Perceived Ease of Use	4	(Ijaz & Rhee, 2018)
D	Perceived Usefulness	4	(Ijaz & Rhee, 2018)
E	Attitude	5	(Rehman et al., 2019)
F	Subjective Norm	3	(Halim, 2020)
G	Perceived Behavioural Control	4	(Rehman et al., 2019)
H	Hedonic Motivation	4	(Anand et al., 2019)
I	Consumer Purchase Intention	3	(Rehman et al., 2019)

Source: Developed for the research

3.6 Questionnaire Design

The testing portion of the research is heavily influenced by the questionnaire's design. To be able to understand the findings, the research team is working to gather and organise the necessary data. Each component of the survey has specific instructions for

how to answer the survey question, so that anyone who fills out the form may do it accurately (Appendix 1). Each component of the questionnaire has its own detailed definitions. Each of the questionnaire's nine primary sections has a variety of measuring items.

3.6.1 Perceived Ease of Use (PEOU) – Section C

The concept of perceived ease of use is inherited and developed from (Ijaz & Rhee, 2018). There are four things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.2 contains the answers to the questions listed below.

Table 3.2: Perceived Ease of Use (Section C)

Item Code	Original Items	Adapted Items
PEOU1	Learning to operate the online store that I have recently is easy.	Learning to operate the social commerce that I have recently is easy.
PEOU2	My interaction with the online store I have recently gone to is clear and understandable.	My interaction with the social commerce has recently gone to is clear and understandable.
PEOU3	The online store that I have recently gone to is easy to use.	Social commerce that I have recently gone to is easy to use.
PEOU4	The shopping through the online store that I have recently gone to would be fun for its own sake.	Social commerce that I have recently gone through would be fun for its own sake.

Source: Adopted from (Ijaz & Rhee, 2018)

3.6.2 Perceived Usefulness (PU) – Section D

Perceived usefulness is borrowed and altered from (Ijaz & Rhee, 2018). The variable has four elements. It is assessed on a five-point scale from 1 to 5 (1 = strongly disagree and 5 = strongly agree). Table 3.3 lists the questions.

Table 3.3: Perceived Usefulness (Section D)

Item Code	Original Items	Adapted Items
PU1	The online store that I have recently gone to would be useful in buying what I want.	Social commerce that I have recently gone to would be useful in buying what I want.
PU2	The online store that I have recently gone to would improve my shopping ability.	Social commerce that I have recently gone to would improve my shopping ability.
PU3	The online store that I have recently gone to is convenient for searching and buying product.	Social commerce that I have recently gone is convenient for searching and buying product.
PU4	The online store that I have recently gone to makes it easier to search for and purchase products.	Social commerce that I have recently gone to make it easier to search for and purchase products.

Source: (Ijaz & Rhee, 2018)

3.6.3 Attitude (A) – Section E

Attitude is taken and altered from (Rehman et al., 2019). There are five things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.4 contains the answers to the questions listed below.

Table 3.4: Attitude (Section E)

Item Code	Original Items	Adapted Items
ATD1	For me, choosing online shopping would be negative (1) / positive (5).	For me, choosing social commerce would be positive.
ATD2	For me, choosing online shopping would be unpleasant (1) / pleasant (5).	For me, choosing social commerce would be pleasant.
ATD3	For me, choosing online shopping would be bad (1) / good (5).	For me, choosing social commerce would be good.
ATD4	For me, choosing online shopping would be un-enjoyable (1) / enjoyable (5).	For me, choosing social commerce would be enjoyable.
ATD5	For me, choosing online shopping would be non-beneficial (1) / beneficial (5).	For me, choosing social commerce would be beneficial.

Source: (Rehman et al., 2019)

3.6.4 Subjective Norm (SN) – Section F

The subjective norm is borrowed and altered from (Halim,2020). There are three things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.5 contains the answers to the questions listed below.

Table 3.5: Subjective Norm (Section F)

Item Code	Original Items	Adapted Items
SN1	I shop at e-commerce indeed because of my desire.	I shop at social commerce indeed because of my desire
SN2	I shop at e-commerce because of my friend recommendations.	I shop at social commerce because of my friend recommendations.
SN3	I shop at e-commerce because of my family recommendation.	I shop at social commerce because of my family recommendation.

Source: (Halim, 2020)

3.6.5 Perceived Behavioural Control (PBC) – Section G

From then, perceived behavioural control is embraced and altered (Rehman et al., 2019). There are four things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.6 contains the answers to the questions listed below.

Table 3.6: Perceived Behavioural Control (Section G)

Items Code	Original Items	Adapted Items
PBC1	I shop online as I get broader selection of products online.	I use social commerce as I get broader selection of product online.
PBC2	Online shopping gives facility of easy price comparison.	Social commerce gives facility of easy price comparison.
PBC3	I shop online as I get user/expert reviews on the product.	I use social commerce as I get expert reviews on the product.
PBC4	I shop online as there is no embarrassment if I do not buy.	I use social commerce as there is no embarrassment if I do not buy.

Source: (Rehman et al., 2019)

3.6.6 Hedonic Motivation (HM) – Section H

Hedonic motivation is borrowed and modified from (Anand et al., 2019). There are four things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.7 contains the answers to the questions listed below.

Table 3.7: Hedonic Motivation (Section H)

Item Code	Original Items	Adapted Items
HM1	Shopping on the Internet is one of the leisure activities.	Social commerce is leisure activities.
HM2	Shopping online is fun, exciting, positive and entertaining.	Social commerce is fun, exciting, positive and entertaining.
HM3	Using the Internet to shop fits (will fit) with my lifestyle	Using Social commerce fits with my lifestyle.
HM4	I fell (would feel) confident that I can use the Internet for shopping.	I felt confident that I can use social commerce platform.

Source: (Anand et al., 2019)

3.6.7 Consumer Purchase Intention (CPI) – Section I

Consumer purchase intentions of consumers are incorporated and altered from (Rehman et al., 2019). There are three things in the variable. It is assessed on a five-point scale from 1 to 5 (1 being strongly disagree and 5 being strongly agree). Table 3.8 contains the answers to the questions listed below.

Table 3.8: Consumer Purchase Intention (Section I)

Item Code	Original Items	Adapted Items
CPI1	I think I will shop online in the near future.	I think I will use social commerce in the near future.
CPI2	It is likely that I will shop online in the near future.	It is likely that I will use social commerce in the near future.
CPI3	I like to shop through the Internet.	I like shop through social commerce.

Source: (Rehman et al., 2019)

3.7 Pilot Study

In certain cases, a pilot study was conducted as a distinct pilot test from the main study or as an internal pilot study that was included in the main research concept (In, 2017). As a pilot study, it demonstrates the feasibility of conducting the main analysis by determining the criteria for which samples are included and which ones are omitted, as well as the proper preparation of pharmaceuticals and the evaluation of the equipment required to conduct experiments (Rishniw & White, 2020). Reliability is the degree and quality of how reliable something is, and it is a big part of how valid a questionnaire is.

Based on the previous study, this pilot study needed a total of 40 responses, which were collected online in one day (Sriram et al., 2021). Also, Al-marroof (2021) says that the reliability of the questionnaire items was tested in a pilot study with 100 people from the chosen population who were chosen at random. Rules of thumb for the size of a pilot study range from 12 to 35 people per arm, but none of these rules take into account the likely size of the future trial (Bell et al., 2018). Based on the study, the number of respondents in the sample was limited to 500, and researchers will also use 30 individual respondents to test the pilot study, which will still follow the rules of thumb for the pilot study. The pilot study distributed surveys or questionnaires randomly to participants, ensuring that the selection process was unbiased and representative of the target population. So, SPSS software will be used to measure each item's reliability and Cronbach alpha, with a minimum value of 0.60 being considered a good result.

Table 3.9: Reliability Result of Pilot Study

Variables	No. of Items	Cronbach's Alpha
Perceived ease of use	4	0.763
Perceived usefulness	4	0.872
Attitude	5	0.919
Subjective Norm	3	0.797
Perceived behavioral control	4	0.770
Hedonic motivation	4	0.792
Consumer purchase intention	3	0.891

3.8 Statistical Analysis

Statistical Package for Social Sciences (SPSS) for Microsoft Windows users and Smart PLS 3.0 software was used to analyse various statistical process on the data collected. First of all, SPSS version 26.0 was used to perform a data screening or preliminary information and descriptive statistical analysis. Then, Smart PLS 3.0 was used to perform PLS-SEM assessment to determine the accuracy of the measurement, factor analysis and reliability analysis. The detailed statistical analyses are discussed in the following sections.

3.8.1 Data Screening

To ensure result quality, data screening or preliminary data analysis must be done before statistical analysis. SPSS 26.0 preliminary data analysis tested and validated all data. Missing data, suspicious response patterns, information normalcy, and common technique bias were evaluated. Preliminary data analysis identified missing data. If more than 15% is absent or a structure has few answers, a case or observation should be eliminated (Hair et al., 2017). To choose an imputation method for missing data, first

identify an information pattern. The missing information includes missing completely at random (MCAR), missing at random (MAR), and missing at non-random (NRM) (Little, 1988). Mooi et al. (2018) presented several ways to fill data gaps. MCAR values missing less than 10% should be deleted list-wise. If missing data exceed 10%, use various imputation with $m = 5$. Use $m = 5$ imputations for MAR. Delete the list and record any NRM constraints. As previously indicated, the present investigation used a computerized questionnaire. Since all questions must be answered, missing data should not be deleted.

Next, assess the suspicious response pattern. Hair et al. (2017) suggested straight-lining and inconsistency for suspicious responses. Straight-lining response data comes from respondents who answer several questions the same way. Inconsistency occurs when responders answered comparable questions differently. These strange response patterns only occur when respondents aren't paying attention or aren't engaged in the survey. If suspicious response patterns arise, discard the data set since they may affect data quality (Mooi et al., 2018).

Next, check data normality. PLS-SEM is non-parametric, therefore normality concerns are less important, but they still need to be checked (Hair et al., 2017). Skewness and kurtosis suggest data distribution normalcy, per Pallant (2007). Skewness measures data distribution symmetry statistically. Kurtosis also measures the data distribution's relative peakness. A normal distribution of data is indicated by zero values of skewness and kurtosis. However, such a distribution is uncommon in social science research (Pallant, 2007; Hair et al., 2017). According to Hair et al. (2017), a skewness and kurtosis value of positive (+) 1 or negative (-) 1 is considered acceptable.

Testing common approach variance concluded preliminary data analysis. Common technique variance may degrade the construct-relationship. A single-informant survey likely caused this (Podsakoff et al., 2003). Podsakoff et al., (2003) suggest a few pre-data gathering procedures to minimise typical technique bias. Harman's single factor test and variance inflation factor (VIF) should be used to identify common technique bias after data collection (Podsakoff et al., 2003; Kock & Lynn, 2012).

3.8.2 Partial Least Squares (PLS)

Many data analysis methods use unobserved variables. PLS-SEM is variance-based structural equation modelling because of its latent variable. PLS-SEM predicts unknown variables using observations. This methodology estimates structural equation models and is a second way for obtaining those (Cepeda-Carrion et al., 2019).

This research used PLS because of its predictive capabilities. PLS may approximate a complex research model with numerous components and measurements with good statistical power. It may approximate the research model without sample size or normality assumptions (Hair et al., 2017). PLS is best for solving complex research models with big indicators. It can also represent indicator-latent variable relationships in several models (Chin & Newsted, 1999). Finally, PLS may assess the measurement model using indicators like the outer model and the link between independent factors and dependent variables (inner model) (Claus Fornell & Bookstein, 1982; Chin, 1998. SmartPLS ,2020).

Two PLS-SEM analyses assessed the study model (Hair et al., 2017). First, confirmatory factor analysis must analyse the measurement model to verify measurement and construction reliability and validity. After creating a measurement model, structural

model assessment was used to examine construct relationships (Hair et al, 2017). The two-step technique is detailed below.

Using SmartPLS 3.0, the provided hypotheses were experimentally evaluated in this study. SmartPLS 3.0 is used because it provides superior findings and is able to handle basic, complicated, and huge research models without the need for a normalcy test (Bamgbade, Kamaruddeen). In addition, previous studies have shown that the PLS-SEM approach yields superior outcomes over the covariance-based technique (Rehman et al., 2019). In addition, Smart PLS is statistical software that serves the same function as Lisrel and AMOS, namely testing the link between variables, both among latent variables and with indicator variables, or manifest variables (Purwanto et al., 2021). Smart PLS is highly suggested when we have a small number of samples but are building a sophisticated model. Two models, including the measurement model and structural model, were calculated in PLS-SEM. In this study, we use both of the aforementioned models.

3.9 Assessment of Measurement Model

The measurement model, which also goes by the name confirmatory factor analysis, illustrates the links that exist between the measurements and the constructs. Verifying the reliability and validity of both measurements and constructs is the primary objective of measurement model evaluation. In the present investigation, reflective measures were used to perform assessments on all of the constructs. Indicator reliability and internal consistency dependability were thus both included throughout the process of assessing the trustworthiness of the data. On the other hand, evaluations of validity were carried out in the forms of convergent validity and discriminant validity (Hair et al., 2017). The evaluation standards are detailed in the sections that follow.

3.9.1 Indicator Reliability

Indicator dependability indicates the number of variances in a measure that can be accounted for by the concept (Chin, 2010). The outside loadings of the measurements, which might range from 0 to 1, are used to determine an indicator's reliability. The greater the number of exterior loads, the greater the reliability result shows. Thus, the minimum value of outer loadings must be at least 0.70 in order to demonstrate the indicator's reliability (Hair et al., 2017). Outside loadings for the indication should be bigger than 0.70. Only eliminate indicators with outer loadings between 0.40 and 0.70 if doing so enhances the average and composite reliability over the specified threshold value (Garson, 2016).

3.9.2 Internal Consistency Reliability

Internal consistency reliability will be assessed to verify the measures assessed the same concept and produced equivalent findings. Cronbach's alpha is the most used internal consistency reliability coefficient. According to Garson (2016), some experts have argued that Cronbach's alpha may either overestimate or underestimate reliability. As per Garson, internal consistency reliability is best evaluated using composite reliability (CR), as it provides a more accurate estimate of true reliability. Composite dependability is Cronbach's alpha from 0 to 1 for the cut-off value. Consistency reliability requires reliability coefficients between 0.70 and 0.95 (Hair et al., 2017). Thus, internal consistency reliability measures a test's concept coverage and score reliability. The test-retest approach compares outcomes from repeated tests.

3.9.3 Convergent Validity

Convergent validity is the extent to which the variable items measure the same variable (Rehman, Bhatti, et al., 2019). Convergent validity essentially demonstrates the extent to which a predictor positively connects with another component or set of indicators (Kwong & Wong, 2019). Item loadings, composite reliability (CR), and average variance extracted (AVE) are the three components needed in the SEM approach to measure the convergent validity of a concept, and their respective standardised criteria should be equal to or greater than 0.70, 0.70, and 0.50. (S. U. Rehman et al., 2019).

Moreover, the item loadings must to be greater than 0.708. Nevertheless, only if the deletion results in an improvement in composite reliability and AVE beyond the recommended threshold value can the outside loadings between 0.40 and 0.708 be removed (Hair et al., 2017). According to Ramayah et al. (2018), loadings of less than 0.7, 0.6, or 0.5 are sufficient if other items also have strong loading scores to support AVE and CR. In addition to the variance amount caused by measurement errors, the AVE also revealed the number of variances a build deduced from its indication. According to Hair et al. (2017), if the AVE value is at least 0.5, acceptable convergent validity was attained. The validity of the higher-order construct is manually determined utilizing indicator loadings and the correlation between the constructs as data (Sarstedt et al., 2019). The AVE formula, which is the mean of the square loadings of the higher-order construct, is used to compute the relationships between the lower-order and higher-order components:

$$AVE = \frac{(\sum_{i=1}^M l_i^2)}{M} \quad \text{Equation 3.1}$$

The loading of the lower-order component, l_i of a particular higher-order construct is represented by i in the formula above, where $i=1,,M$. The AVE in this case is $(0.8972 +$

$0.9272/2 = 0.832$, which is considerably higher than the 0.5 cutoff and suggests convergent validity for REPU (Sarstedt et al., 2017).

3.9.4 Discriminant Validity

Discriminant validity establishes that the degrees of conceptually unrelated constructs are different from one another (Hair et al., 2017). Two tests that measure distinct constructs should not have a strong correlation with one another. If they are, then it cannot be said categorically that they measure different constructs. Thus, discriminant validity indicates the degree of distinction between two notions (Nikolopoulou, 2022). In addition, it is utilised to determine if a concept has the strongest correlations with its relevant measurements (Hair et al., 2017). The outer loadings of an indicator on a construct should be greater than its cross-loadings with other constructs, according to the standard techniques of assessing discriminant validity. Additionally, the square root of each construct's AVE should be greater than its strongest link with any other construct (Blindfolding, 2017). To apply this criterion, S. U. Rehman et al. (2019) highlighted that we must compare the diagonal higher values (obtained by computing the square root of the AVE) with the below values, and the diagonal upper value must be greater than other below values in the same column and row.

Cross-loadings and the Fornell-Larcker criterion's efficacy in assessing discriminant validity, however, has been questioned by Henseler et al. (2015), who discovered that neither method consistently identifies problems with discriminant validity. According to Henseler et al. (2015), determining the Heterotrait-Monotrait ratio of the correlations may help determine the actual correlation between two constructs, assuming

that their measurement was accurate. As a result, this research used the HTMT technique and bootstrapping to determine the distribution of the HTMT statistic (Hair et al., 2017).

3.10 Assessment of Structural Model

The path model, also known as the internal PLS-SEM model, illustrates the hypotheses that the structural model tests by connecting theory and logic variables and constructs to represent the relationships between latent variables (Hair et al., 2017). Only after a successful validation of the measurement model can the model to be analyse. In SEM-PLS particularly, the path coefficient, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) might be used to analyse the structural model.

3.10.1 Coefficient of Determination (R^2)

PLS structural model assessment was first done by evaluating each endogenous latent variables coefficient of determination (R^2). The prediction accuracy of the model is measured in part by a statistic known as the coefficient of determination (R^2). It demonstrates the influence that whole external constructions have on the constructs that are endogenous (Hair et al., 2017). Aside from that, it denotes the proportion of an endogenous construct's total variance that has been clarified by related exogenous constructs (Hair et al., 2018). Turney (2022) explains that a model with a value of 0 indicates that it does not predict the outcome, while a value between 0 and 1 suggests that the model only partially predicts the outcome. A value of 1 indicates that the model accurately predicts the outcome.

3.10.2 Effect Size (f^2)

The magnitude of an effect size determines the practical significance of a study's findings by measuring the strength of the association between variables or groups. A large effect size implies a significant practical impact, while a small effect size suggests limited practical application (Bhandari, 2022). To test the R-square values of endogenous constructs, removing a predictive construct and observing the change in the R-square value can be used to determine the construct's impact (Sarstedt et al., 2017). Hair et al. (2019) suggest a technique for assessing the contribution of deleted constructs by removing independent constructs one-by-one and re-adding them to the research model. Cohen's rule of thumb (1988) provides an effect size threshold of 0.02 for a small effect, 0.15 for a medium effect, and 0.35 for a large effect (S. U. Rehman et al., 2019). Effect sizes less than 0.02 indicate the absence of an impact.

3.10.3 Predictive Relevance (Q^2)

The Q^2 value is another method that may be used to evaluate the predicted accuracy of the model (Hair et al., 2019). The Q^2 value is derived from the blindfolding procedure by deleting individual points in the data matrix, imputed the missing parts, and estimated the model parameters (Sarstedt et al., 2017). A measure that establishes whether or not a model has predictive relevance is referred to as predictive relevance, and its value may be determined using the word predictive relevance (a score greater than 0 indicates success). In addition, the predictive importance of the endogenous constructs is established by the predictive relevance of the endogenous constructs.

The presence of positive values for predictive relevance indicates that the model has significant predictive value and that the input values have been successfully replicated.

If the predictive relevance of the model is greater than zero, it means that the model has predictive significance. According to Hair et al. (2017), values of 0.02, 0.15, and 0.35 indicate low, moderate, and high levels of predictive significance, respectively. To determine the value of predictive relevance, SMART-PLS can be used.

Table 3.10 on the next page briefly summarizes the validity guideline employed to evaluate a reflective measurement model and structural model accordingly

Table 3.10: Summary of Validity Guidelines to Assess Measurement Model and Structural Model

No.	Validity Type	Criterion	Guidelines
Measurement Model			
1.	Indicator Reliability	Outer Loadings	Minimum 0.50 (or 0.6 in exploratory research)
2.	Internal consistency Reliability	Composite Reliability	Minimum 0.70 (or 0.6 in exploratory research)
3.	Convergent Validity	AVE	AVE > 0.50
4.	Discriminant Validity	Heterotrait-Monotrait (HTMT) ratio	HTMT < 0.90
Structural Model			
5.	Coefficient of Determination	R^2 value	R^2 values of 0.75, 0.50, and 0.25 are considered extensive, moderate, and weak. R^2 values of 0.90 and higher are typically indicative of over fitting.

Table 3.10 continued.

6.	Effect Size	f^2 value	f^2 values of 0.35, 0.15, and 0.02 are considered substantial, medium, and small effect sizes.
7.	Predictive Relevance	Q^2 value	Q^2 values larger than zero are meaningful. Values higher than 0, 0.25, and 0.50 depict small, medium, and large predictive accuracy of the PLS path model

Source: Hair et al. (2019)

3.11 Chapter Summary

In this chapter, we looked at how scientists describe their methodology. Using the methodologies outlined in the preceding section, we were able to acquire a clear image of the customer's purchasing intention via this survey. According to the theory established in earlier chapters, experimental results should be presented to show that they are consistent.

CHAPTER 4

DATA ANALYSIS AND RESULT

4.1 Chapter Introduction

In this chapter, the analysis was described in detail, and the empirical data acquired to evaluate the study hypotheses given in Chapter 1 were shown appropriately. The chapter's contents were separated, especially the examination of quantitative data. In this data analysis, emphasis was placed on the first data analysis, which included the procedures used to assure data integrity. The succeeding part examined the response rate of the data collecting procedure, including the non-response rate and common technique variation, and provided an overview of the survey respondents. In addition, it revealed the findings of the outer model, such as the measurement model or latent variable analysis, which were used to evaluate the multidimensionality, reliability, and validity of the constructs, as well as their convergent validity and discriminant validity. In the meantime, the third section revealed the outputs of the inner model, such as structural models or route analysis, to evaluate the hypotheses formulated and defined in Chapter 2 and then reported them.

This chapter presents statistical data analysis using Statistical Package for Social Science (SPSS) and Smart PLS 3.0. Above-mentioned software was used to test the constructs and the measurement items. The demographics profile of the respondents, including gender, age groups, ethnicity, marital status, gross monthly household income and expenses, occupation, and the user experience were first being analysed. Then, the statistical result of the research model through path modelling is presented.

4.2 Data Screening

The next phase, after the collection of data from a representative sample of the population, is to perform preliminary checks on the data using SPSS version 26.0. This assures that the primary study's obtained data are of sufficient quality for future examination. In addition, this data screening checks for typical technique bias, unusual response patterns, and missing data. This section summarises the results about the data screening procedure and respondent demographics. Before data can be utilised to test hypotheses, the data must be prepared for analysis via the data screening process. The data screening procedure comprises editing, management of missing data, coding, recoding, normalcy testing, and outlier detection. In terms of sample size, Rehman (2019) provides guidance on different ranges of sample sizes and their relative strengths. A sample size between 201 and 300, as in your study, falls into the "good" range. It's important to note that not all collected responses may be usable due to missing answers or non-responses (Rehman et al., 2019). In a similar study, 590 responses were collected, and 322 were used for analysis (Sriram et al., 2021).

For this study, 500 questionnaires or surveys planned to send out, which align with the idea of having a substantial sample size (Rehman et al., 2019). This larger sample size is valuable because it can enhance the reliability of your study's findings. The inclusion of respondents in your research is crucial. They can provide insights into technology implementation challenges, and their administrative support can contribute to the development of more efficient and user-friendly tools. Study intends to use statistical software like SPSS and SmartPLS to determine the appropriate sample size for your study, which will be instrumental in testing and validating your research hypotheses. In summary, this study adopts a rigorous approach by employing random sampling to achieve

representativeness, targeting a substantial sample size to enhance the study's reliability, and involving respondents to gather practical insights into technology implementation challenges. This comprehensive approach aligns with best practices in quantitative research.

4.3 Frequency Distribution

The survey, distributed to 500 participants via Google Forms, aims to gather insights from individuals engaged in online platforms like Instagram, TikTok, Facebook, and other relevant social media. Researchers believe that a combination of online distribution and their personal networks, including friends and acquaintances, will help them reach the desired number of respondents. The questionnaire is organized into nine sections, covering demographics (Section A), consumer experience in social commerce (Section B), and various variables related to perceived ease of use (Section C), perceived usefulness (Section D), attitude (Section E), subjective norm (Section F), perceived behavioral control (Section G), hedonic motivation (Section H), and consumer purchase intention (Section I). These sections collectively investigate the participants' attitudes and behaviors in the context of social commerce, providing a comprehensive understanding of their experiences and preferences. Table 4.1 below shows the sections, variables, number of questions, item and sources from where the questionnaire is adapted.

Table 4.1: Details of Questionnaire

Section	Purpose	Questions	Items	Sources
A	Socio Demographic Profile	1 – 7	7	-
B	Online Shopping Experience	8 – 11	4	-
C	Perceived Ease of Use	PEOU1 – PEOU4	4	(Ijaz & Rhee, 2018)
D	Perceived Usefulness	PU1 – PU4	4	(Ijaz & Rhee, 2018)
E	Attitude	ATD1 – ATD5	5	(Rehman et al., 2019)
F	Subjective Norm	SN1 – SN3	3	(Halim, 2020)
G	Perceived Behavioural Control	PBC1 – PBC4	4	(Rehman et al., 2019)
H	Hedonic Motivation	HM1 – HM4	4	(Anand et al., 2019)
I	Consumer Purchase Intention	CPI1 – CPI3	3	(Rehman et al., 2019)

Next, Table 4.2 below shows the total survey response from those who participated in this study. The overall response rate is 100% since all 500 respondents have been collected, with none missing or uncompleted. This, the 500 respondents that have been collected will be used for the data analysis purpose.

Table 4.2: Frequency Distribution of Survey Responses

Questionnaire	Number of Sets
Distributed	500
Collected	500
Missing	0

Table 4.2 continued

Incomplete	0
Total questionnaire available for data analysis	500

4.4 Descriptive Analysis

4.4.1 Demographic Profile

The survey, distributed to 500 participants via Google Forms, is designed to collect insights from individuals engaged in online platforms like Instagram, TikTok, Facebook, and other relevant social media. It was distributed widely across online platforms to ensure that anyone who received the survey link could participate. Section A of the questionnaire comprises seven questions focused on demographics, including gender, age, race, marital status, gross monthly household income, gross monthly expenditures, and occupation. These questions are intended to gather data on these aspects from the 500 respondents who are actively involved in social commerce, helping to paint a comprehensive picture of the participants' characteristics and backgrounds.. Table 4.3 below shows the demographic profile of respondents.

Table 4.3: Demographic Profile of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	190	38.0
	Female	310	62.0
Age	22 and below	161	32.2
	22 - 32	314	62.8
	33 – 42	24	4.8
	53 and above	1	0.2
Ethnicity	Malay	155	31.0
	Chinese	23	4.6

Table 4.3 continued.

	Indian	25	5.0
	Bumiputera Sarawak	268	53.6
	Bumiputera Sabah	28	5.6
	Other	1	0.2
Marital Status	Single	461	92.2
	Married	39	7.8
Gross Monthly Household Income	Below RM4360	417	83.4
	RM4361 – RM9619	58	11.6
	RM9620 and above	25	5.0
Gross Monthly Household Expenses	RM3000 and below	407	81.4
	RM3001 – RM5000	77	15.4
	RM5001 and above	16	3.2
Occupation	Student	227	45.4
	Government Sector	15	3.0
	Private Sector	16	3.2
	Self-employed	32	6.4
	Unemployed	206	41.2
	Other	4	0.8
Total of each questions:		500	100.0

From the table above, there are 190 (38.0%) male and 310 (62.0%) female respondents who participated in this survey. As for the age group of the respondents, 161 (32.8%) aged below 22 years old, 314 (62.8%) aged 23 – 32 years old, 24 (4.8%) aged 33 – 42 and 1 (0.2%) of the respondents aged 53 years old and above. In term of ethnicity, 155 (31.0%) are Malay, 23 (4.6%) are Chinese, 25 (5.0%) are Indian, 268 (53.6%) are Bumiputera Sarawak, 28 (5.6%) are Bumiputera Sabah, and 1 (0.2%) as other that is Malenesia. In term of marital status, 461 respondents are single (92.2%), and 39 respondents are married (7.8%).

Next part for the gross monthly household income, out of the 500 respondents, 417 (83.4%) are ranges in RM4360 and below, 58 (11.6%) are ranges as between RM4631 – RM9619 and 25 (5.0%) are ranges in ranges of RM9620. For gross monthly household expenses, out of 500 respondents, 407 (81.4%) spent below than RM3000, 77 (15.4%) spent in between RM3001 to 5000, and 16 (3.2%) of the respondent spent RM5001 and above in a month.

Last but not least, in terms of occupation, the biggest respondents are mostly student with 227 (45.4%), followed by unemployed 206 (41.6%), Self-employed 32 (6.4%), Private sector 16 (3.2%), Government sector 15 (3.0%), and other occupation such as intern, and GLC are 4 (0.8%) respondents.

4.4.2 User Experience

Table 4.4: User Experience

Category	Frequency (n)	Percentage (%)
1. What type of social media do you have?		
Facebook	435	19.2
Instagram	472	20.9
Snapchat	114	5.0
Tiktok	385	17.0
WeChat	71	3.1
Twitter	307	13.6
WhatsApp	474	21.0
Others	3	0.1

Table 4.5 continued.

2. Through what platform od social media do you like to purchase e-commerce?		
Facebook	241	22.4
Instagram	307	28.6
Snapchat	0	0
Tiktok	222	20.7
WeChat	22	2.0
Twitter	36	3.4
WhatsApp	170	15.8
Others	76	7.1
3. How often do you purchased on this social media?		
Vey Often	214	42.8
Seldom	172	34.4
Not Often	114	22.8
4. What type of product do you usually purchased through social media?		
Cloths	412	35.6
Accessorised	285	24.6
Skincare	225	19.4
Food & Beverage	203	17.5
Others	33	2.8
5. What is the biggest challenge you face with social commerce?		
Product shipped late	195	39.0
Lack of product that I want	61	12.2
To many requirements	16	3.2
Slow response	36	7.2
Product not look the same as in the social media posted	177	35.4
Others	15	3.0

From the table above, in question 1 most of the respondent vote for WhatsApp as the social media that they have with 474 (21%) followed by 472 (20.9%) Instagram, 435 (19.2%) Facebook, 385 (17%) Tiktok, 307 (13.6%) Twitter, 114 (5%) Snapchat, 71 (3.1%) WeChat, and last but not least 3 (0.1%) respondent in others categories such as Line and Telegram.

For question 2, most of the respondent chooses Instagram as the platform for them to do the social commerce activities with 307 (28.6%) major vote, followed by 241 (22.4%) Facebook, 222 (20.7%) Tiktok, 170 (15.8%) WhatsApp, 36 (3.4%) Twitter, 22 (2%), 76 (7.1%) Others and zero respondents are not choosing Snapchat as the platform for them to have the social commerce activities. For the others categories, most of the mentioned that they use Shein, Shopee, Lazada, Coursesell, Zalora, H&M apps, and Mudah.my.

Next for question 3 that mentioned on how often do they purchased on the social media that they use, most of them are very often purchased through the social media with 214 (42.8%) of the respondent, 172 (34.4%) respondent seldom to purchased and 114 (22.8%) are not often to purchase through the social media that they use.

For question 4, out of 500 respondents that answered this questionnaire, most of them usually the social media to purchased product such as cloths with 412 (35.6%) respondent and shows that the highest choice among the respondent. The second highest choice is accessorised with 285 (24.6%) respondents, the third highest is skincare with 225 (19.4%) respondents, food and beverage with 203 (17.5%) as the fourth highest choice and 33 (2.8%) respondent choose others (perfume, gadget, pet food, toys, phone casing, stationary, PC sets, room decorations, etc.).

Last but not least for question 5, it shows that 195 (39%) respondent choose product shipped late as the challenge that they facing while doing the social commerce activities, 61 (12.2%) respondents choose lack of product that I want, 16 (3.2%) respondents choose to many requirements, 36 (7.2%) respondents, 36 (7.2%) respondents choose slow response, 177 (35.4%) respondent choose product not look the same as in the social media posted and 15 (3%) respondents choose other categories (scam, refund issue, hidden costs, payment issues, website policy, etc.) as the challenge that they facing while doing the social commerce activities.

Therefore, the fact that all the respondents have made purchases on social media platforms may introduce some bias into the findings, especially if the research is focused on examining their intentions to purchase rather than their actual purchase behaviour. This bias can affect the generalizability of the results to a broader population, as the sample may not be representative of those who have not made such purchases or have different intentions. To mitigate this bias, the research should acknowledge the limitation and make it clear that the findings are primarily relevant to individuals who have prior purchase experience on social media. Additionally, future research could explore both groups, including those who have made purchases and those who haven't, to provide a more comprehensive understanding of purchase intentions and behaviours in the context of social media.

4.4.3 Descriptive Statistics of each Variable

As mentioned in Chapter 3, all the respondents who participated in the survey were required to provide the level of the perception towards perceived ease of use, perceived usefulness, attitude, subjective norm, perceived behavioural control, hedonic motivation,

as well as consumer purchased intention. Table 4.5 demonstrates the summary of mean and standard deviation of the main variables, which were analysed using the 500 respondents.

Table 4.5: Main Variables Summary of Mean and Standard Deviation

Main Variables	Mean	Standard Deviation
Perceived Ease of Use	4.03	0.85
Perceived Usefulness	4.14	0.71
Attitude	3.93	1.07
Subjective Norm	3.95	1.07
Perceived Behavioural Control	4.21	0.88
Hedonic Motivation	3.92	1.05
Consumer Purchase Intention	4.23	0.86

Note: Scale used – 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Referring on the table above, it shows that out of 7 variables above, 4 of those variables have the mean of 4.0 and above (perceived ease of use, perceived usefulness, perceived behavioural control, and consumer purchase intention). Therefore, the highest value of mean recorded is 4.23 (consumer purchase intention), carrying a standard deviation of 0.86 while the lowest value of mean recorded is 3.92 (hedonic motivation) with the standard deviation of 1.05. Next, the standard deviation of all the variables is mostly above 0.7. The highest standard deviation value (1.07) recorded are both attitude and subjective with value of mean 3.93 and 3.95 respectively while the lowest value recorded is 0.71 with mean value of 4.14 (perceived usefulness).

4.5 Assessment of Measurement Model

Previously conducted studies highlighted that the validation of a reflective measurement model that developed by appropriately assessing its internal consistency,

indicator reliability, convergent validity, and discriminant validity. The research model generated in this particular study is displayed accordingly in Figure 4.1 below.

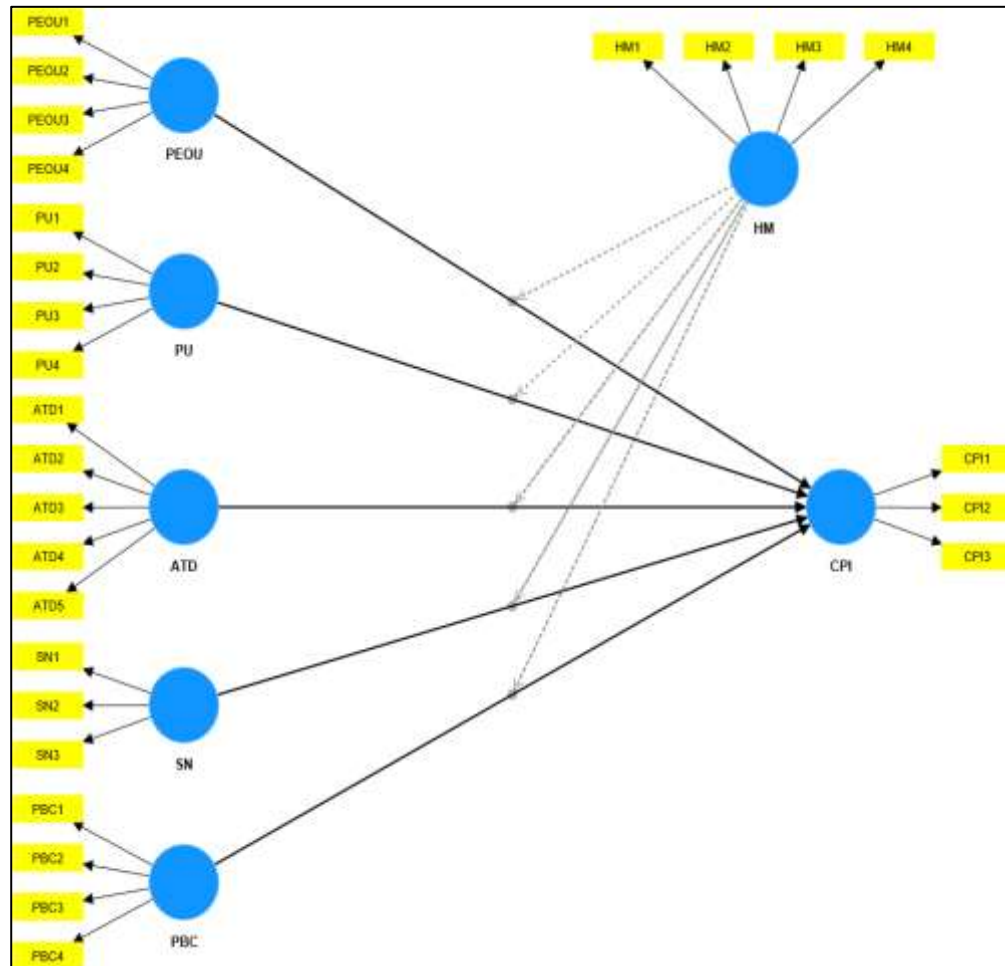


Figure 4.1: Research Model

Each construct was sub-sequent subjected to measurement by assessing their multi-dimensionality, reliability, and validity, respectively. To ensure the data is reliable, the outer loading value must be more than 0.70 that already been mentioned by Hair et al., (2017). Therefore, researcher using Smart PLS to run the data to see which item or outer loading have the value of less than 0.70. Hence, table 4.6 indicated the number of item deleted which failed to meet the criteria given.

Table 4.6: Deleted Items and Description

Scale Item	Item Label	No. of Item(s)
I use social commerce as I get broader selection of product online.	PBC 1	1
Total item deleted:		1

It reveals that just one item was removed since the outer loading had a low value (0.163). After removing the indicator that had poor performance, the measurement analyses that were done will yield statistics that are adequate. Since they are highly associated with one another and interchangeable with one another, Ramayah et al. (2018) hypothesised that the significance of the latent variable would not be affected if any of the indicators in the reflective measurement model were removed or deleted. The finished study model can be seen shown in figure 4.2 on the next page. This was accomplished by removing one item from the overall items or indicators.

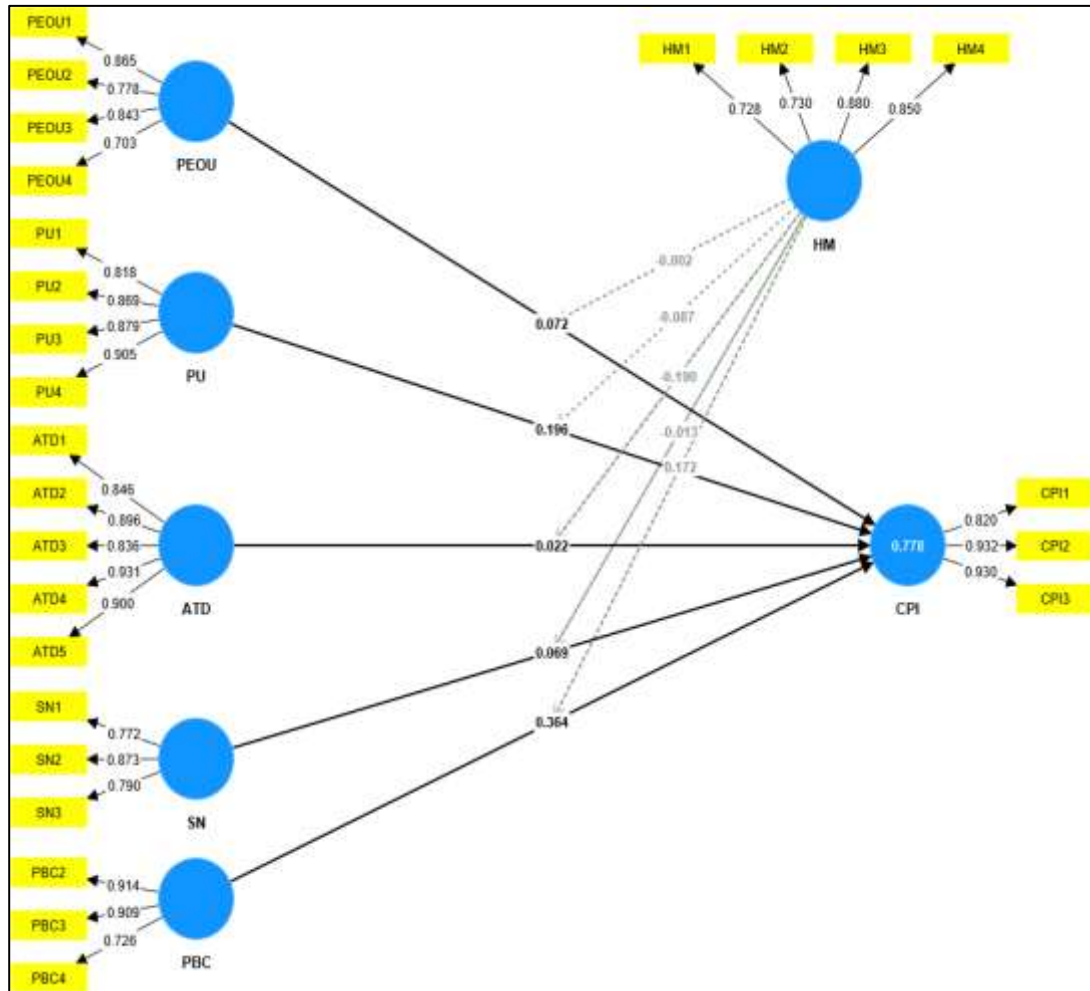


Figure 4.2: Finalized Research Model

In order to evaluate the reliability and validity of the constructs and measure, confirmatory factor analysis (CFA) was used. The evaluation of measurement model assessment includes reliability, internal consistency reliability, convergent validity, and discriminant validity. The following tables will explain the indicator reliability and convergent validity in Table 4.6.

Table 4.7: Summary of Construct Reliability and Validity

Construct	No. of Item	Items	Loading	AVE	CR	CA
Perceived Ease of Use	4	PEOU1	0.865	0.639	0.835	0.811
		PEOU2	0.778			
		PEOU3	0.843			
		PEOU4	0.703			
Perceived Usefulness	4	PU1	0.818	0.754	0.893	0.891
		PU2	0.869			
		PU3	0.879			
		PU4	0.905			
Attitude	5	ATD1	0.846	0.779	0.935	0.929
		ATD2	0.896			
		ATD3	0.836			
		ATD4	0.931			
		ATD5	0.900			
Subjective Norm	3	SN1	0.772	0.661	0.758	0.750
		SN2	0.873			
		SN3	0.790			
Perceived Behavioural Control	3	PBC2	0.914	0.730	0.850	0.812
		PBC3	0.909			
		PBC4	0.726			
Hedonic Motivation	4	HM1	0.728	0.640	0.855	0.815
		HM2	0.730			
		HM3	0.880			
		HM4	0.850			
Consumer Purchase Intention	3	CPI1	0.820	0.802	0.880	0.874
		CPI2	0.932			
		CPI3	0.930			

Notes: AVE = Average Variance Extracted, CR = Composite Reliability, CA = Cronbach's Alpha

4.5.1 Indicator Reliability

The assessment of the item loading was carried out in order to carry out the evaluation of the indicator reliability of the measurement model. If this evaluation was successful, then the model would be defined as having the acceptable indicator reliability threshold. Table 4.7 demonstrates, on the basis of the findings, that all of the sub-constructs' outer loading have met the satisfactory level of the indicator reliability result, which exceeds the threshold PEOU4 (0.703), while CPI2 has the highest item loading value. This is because CPI2 is the only value that meets both the threshold and the indicator reliability result (0.932). Hence, it demonstrates that the value of the item loading is more than 0.700, which was specified before to demonstrate that the indicator can be trusted, the minimum value of measuring outer loadings should be at least 0.70. (Hair et al., 2017). It is recommended that the outside loadings of the indicator be more than 0.70.

4.5.2 Internal Consistency Reliability

When the composite reliability (CR) of each construct for a measurement model surpasses the threshold value of 0.7 as has been indicated by, the measurement model is considered to have sufficient levels of internal consistency dependability (Hair et al., 2017). According to the findings shown in Table 4.7, the CR of each sub-construct investigated in this research spans from 0.758 to 0.935, which is a number that is more than the suggested threshold value of 0.7. As a consequence, the findings suggest that the components that were employed to describe the primary character have a positive interaction with regard to the dependability of the internal consistency.

4.5.3 Convergent Validity

There are three things required to in SEM technique for measuring the convergent validity of a construct such as item loadings, composite reliability (CR), and the final one is average variance extracted (AVE) and those standardized criterion should be equal to or more than 0.50, 0.70, and 0.50 respectively (Rehman et al., 2019). Therefore, in the result for this study shows that the item loading ranges is from 0.703 to 0.932, CR ranges from is 0.758 to 0.935 and AVE ranges is from 0.639 to 0.802. If some of the AVE is less than 0.60, but on the article from (Shrestha, 2021) mentioned that if AVE is less than 0.60, but composite reliability is higher than 0.60, the convergent validity of the construct is still adequate. Thus, the measurement model developed in this study revealed a satisfactory convergent validity. In conclude, the result shows the positive outcomes.

4.5.4 Discriminant Validity

Discriminant validity refers to the process of determining whether two variables in a study are statistically different from one another, and whether the items or indicators used to measure each variable have a greater variance than those used to measure other variables in the theoretical model. The assessment of discriminant validity is crucial in ensuring that the variables being studied are unique and not simply a measure of the same construct. In the current study, the guidelines of Fornell and Larcker (1981) were followed to determine discriminant validity. These guidelines provide a framework for assessing the distinctiveness of variables by examining the extent to which the items used to measure each variable correlate more strongly with their respective variable than with other variables in the model. By following these guidelines, the researchers were able to ensure

that the variables being studied were indeed distinct and not simply measuring the same construct.

It is important to note that for the discriminant validity condition to be applied, the value at the top of the diagonal of the correlation matrix must be higher than the values in the rows and columns below it. Additionally, Kwong and Wong (2019) suggested that the lower-order constructs should exhibit discriminant validity not only with the higher-order construct they belong to, but also with all other constructs in the model. However, in this study, the discriminant validity of each higher-order construct was not compared to its corresponding lower-order construct. Table 4.8 shows that the Heterotrait-Monotrait ratio (HTMT) requirements are met in this study, as outlined by Hair et al. (2017). This suggests that the discriminant validity of the variables in the model has been established.

Table 4.8: Discriminant Validity of Constructs

	ATD	CPI	HM	PBC	PEOU	PU	SN
ATD	0.883						
CPI	0.600	0.900					
HM	0.590	0.706	0.800				
PBC	0.596	0.742	0.642	0.854			
PEOU	0.303	0.511	0.417	0.477	0.800		
PU	0.599	0.749	0.595	0.677	0.576	0.900	
SN	0.391	0.530	0.507	0.453	0.468	0.589	0.812

*Note: Diagonal (**bolded value**) representing the square root of average variance extracted, whereas the other entries are the correlation. For the short forms on each variable, PEOU represents as perceived ease of use, PU represents as perceived usefulness, ATD represents as attitude, SN represents as subjective norms, PBC represents as perceived behavioural control, HM represents as hedonic motivation, and CPI represents as consumer purchase intention.*

4.6 Assessment of Structural Model

In this particular investigation, a structural model evaluation may be performed using the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) measures. The problem of lateral collinearity was addressed at the following first stage in order to determine whether or not the two or more variables assumed to be casually connected measure the same concept (Ramayah et al., 2018).

4.6.1 Full Collinearity (VIF)

For evaluating the collinearity of the formative indicators, the variance inflation factor, also known as VIF, is often utilised. Values of the VIF greater than five suggest significant collinearity problems among the indicators of formatively assessed constructs (Hair et al., 2019). Nonetheless, there is a possibility of collinearity problems occurring even at lower VIF levels of 3. In an ideal scenario, the values of the VIF should be close to 3 or below. The creation of higher-order models that are able to be supported by theory is a solution that is usually considered when collinearity is a concern (Hair et al., 2017). The investigation's findings are summarised in Table 4.9, which reveals that H2a and H5a have the greatest VIF value, with 7.112 and 5.761, respectively. As a result, the hypothesis demonstrates that the value is more than 5, and it has pointed up significant collinearity difficulties among the indicators of formatively assessed components.

Table 4.9: Inner VIF Values

Hypotheses	Relationship	VIF
H1	Perceived Ease of Use > Consumer Purchase Intention	1.889
H2	Perceived Usefulness > Consumer Purchase Intention	3.306

Table 4.9 continued

H3	Attitude > Consumer Purchase Intention	2.246
H4	Subjective Norm > Consumer Purchase Intention	2.122
H5	Perceived Behavioural Control > Consumer Purchase Intention	3.712
H1a	Perceived Ease of Use *Hedonic Motivation > Consumer Purchase Intention	1.499
H2a	Perceived Usefulness *Hedonic Motivation > Consumer Purchase Intention	7.112
H3a	Attitude *Hedonic Motivation > Consumer Purchase Intention	4.490
H4a	Subjective Norm *Hedonic Motivation > Consumer Purchase Intention	2.947
H5a	Perceived Behavioural Control *Hedonic Motivation > Consumer Purchase Intention	5.761

4.6.2 Coefficient of Determination (R^2)

The variation for the endogenous variable explained by the exogenous variable was often shown by the R^2 value. An enhanced prediction power of the structural model was represented by a larger value.

The R^2 values of 0.778 in Figure 4.3 on the next page are higher than the 0.25 threshold recommended by Hair et al. (2017), suggesting a moderate model. Together with Hair et al. (2019), they also said that R^2 values of 0.75 and above are regarded as extensive. Furthermore, according to what was said in (Turney, 2022), a value of 0 is considered to be a model that does not predict the result, a value between 0 and 1 is

considered to be a model that only partly predicts the outcome, and a value of 1 is considered to be a model that precisely predicts the outcome.

The R^2 value of 0.778 was indicative 77.8% variance in the relationship of those variables including the effect of moderating of hedonic motivation toward consumer purchase intention.

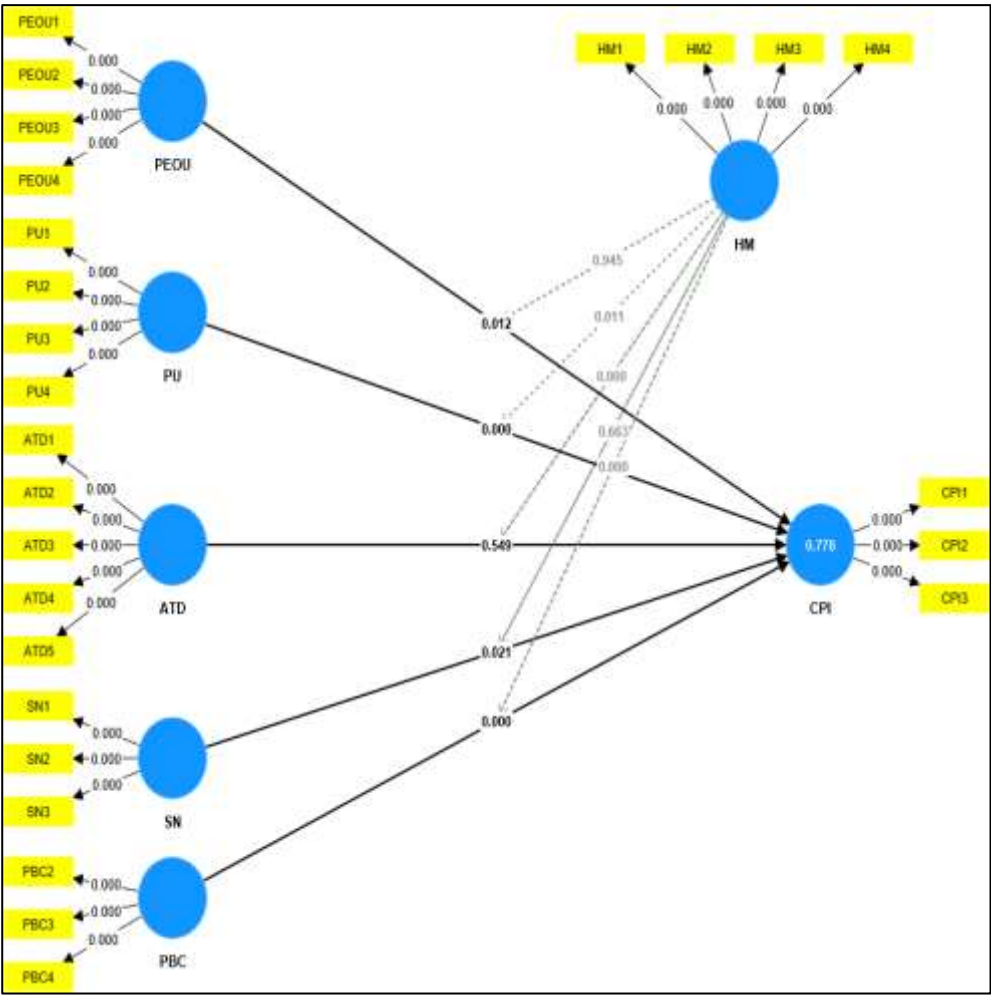


Figure 4.3: Coefficient of Determination

4.6.3 Effect Size (f^2)

According to Cohen's (1988) criteria for effect size values, 0.02, 0.15, and 0.35 represent small, medium, and large effects, respectively. Table 4.10 presents the effect sizes of the entire construct, which range from 0.000 (weak) to 0.161 (medium). The results indicate that the relationships between perceived ease of use, attitude, and subjective norm with consumer purchase intention have weak effect sizes of 0.012, 0.001, and 0.010, respectively. Additionally, the effect sizes of perceived usefulness (0.052) and perceived behavioural control (0.161) on consumer purchase intention are small and medium, respectively. However, when the moderating variable of hedonic motivation is taken into account, the effect sizes of perceived ease of use (0.000), perceived usefulness (0.011), and subjective norm (0.000) on consumer purchase intention are weak, while the effect sizes of attitude (0.060) and perceived behavioural control (0.057) are small.

In simpler terms, this means that the relationships between certain variables (perceived ease of use, attitude, and subjective norm) and consumer purchase intention are not very strong, while the relationships between other variables (perceived usefulness and perceived behavioural control) and consumer purchase intention are moderately strong. However, when hedonic motivation is considered, the relationships between some variables and consumer purchase intention become weaker. These findings are consistent with the literature on consumer behaviour and technology acceptance (Rehman et al., 2019).

Tables 4.10 below shows the interaction between those variable and make the reader and researcher more understand how the flow goes.

Table 4.10: Effect Size Table

Hypothesis	Relationship	f^2	Inference
H1	Perceived Ease of Use > Consumer Purchase Intention	0.012	Weak
H2	Perceived Usefulness > Consumer Purchase Intention	0.052	Small
H3	Attitude > Consumer Purchase Intention	0.001	Weak
H4	Subjective Norm > Consumer Purchase Intention	0.010	Weak
H5	Perceived Behavioural Control > Consumer Purchase Intention	0.161	Medium
H6	Perceived Ease of Use *Hedonic Motivation > Consumer Purchase Intention	0.000	Weak
H7	Perceived Usefulness *Hedonic Motivation > Consumer Purchase Intention	0.011	Weak
H8	Attitude *Hedonic Motivation > Consumer Purchase Intention	0.060	Small
H9	Subjective Norm *Hedonic Motivation > Consumer Purchase Intention	0.000	Weak
H10	Perceived Behavioural Control *Hedonic Motivation > Consumer Purchase Intention	0.057	Small

4.6.4 Predictive Relevance (Q^2)

The ability of a Partial Least Squares (PLS) path model to predict data not used in the model estimation is referred to as its out-of-sample predictive power or predictive relevance, as described by Hair et al. (2019). Predictive relevance, also known as Q^2 , is a measure of the path model's ability to accurately predict a specific dependent construct when reflective endogenous latent variables have values larger than zero in the structural model. In this study, the predictive relevance value for the endogenous construct was determined to be 0.759, indicating that the value exceeded zero, and therefore, predictive relevance was established. The criteria for determining predictive relevance were based on the guidelines proposed by Stone Geisser (1974) and subsequently adopted by Hair et al. (2017). Overall, these findings demonstrate the model's ability to effectively predict outcomes and highlight the importance of considering predictive relevance in PLS path modelling.

4.7 Hypothesis Testing

In this research, 10 hypotheses related to constructs were developed and evaluated using various statistical measures, including significance level, t-statistics, coefficient of determination, effect magnitude, and predictive relevance. The results of the structural model evaluation and hypothesis testing for both direct connections and the moderating influence of hedonic motivation are presented in Tables 4.11 and 4.12, respectively, which provide a comprehensive summary of the findings. These tables offer valuable insights into the relationships between the various constructs and demonstrate the effectiveness of the proposed model in predicting consumer purchase behaviour. Therefore, these results

have important implications for researchers, practitioners, and policymakers seeking to understand and enhance consumer behaviour in the context of social commerce.

4.7.1 Direct Relationship

In this section, the direct relationship between five hypotheses and their impact on customer purchase intention is investigated. Specifically, this research focuses on five variables that are believed to have a significant influence on social commerce factors. The findings are presented in Table 4.11, which provides a comprehensive summary of the route coefficients and hypothesis testing related to direct associations. By examining the relationships between these variables and their impact on customer purchase intention, this research provides valuable insights into the underlying mechanisms that drive consumer behaviour in the context of social commerce.

Table 4.11 Summary of Path Coefficients and Hypothesis Testing for Direct Relationship

H	Relationship	Standard Error	β	p-value	t-value	Decision
H1	PEOU > CPI	0.101	0.072	0.012	2.522	Supported
H2	PU > CPI	0.167	0.196	0.000	5.407	Supported
H3	ATD > CPI	0.136	0.022	0.549	0.600	Not Supported
H4	SN > CPI	0.115	0.069	0.021	2.310	Supported
H5	PBC > CPI	0.118	0.364	0.000	6.872	Supported

Note: * $p < 0.05$, ** $p < 0.001$.

For the short forms on each variable, PEOU represents as perceived ease of use, PU represents as perceived usefulness, ATD represents as attitude, SN represents as subjective norms, PBC represents as perceived behavioural control, CPI represents as consumer purchase intention and H represents as Hypothesis.

H1: Perceived ease of use has a significant and positive influence on consumer purchase intention.

Hypothesis 1 (H1) recommends the perceived ease of use has a significant and positive influencing on consumer purchase intention. The discoveries of this study prove that perceived ease of use significantly and positively toward consumer purchase intention, at the significance level of $p < 0.05$, with path coefficient of 0.072 ($p = 0.012$). Hence, H1 is supported.

H2: Perceived usefulness has a significant and positive influence on consumer purchase intention.

Hypothesis 2 (H2) suggests that perceived usefulness has a significant and positive influence on consumer purchase intention. The findings evidence that perceived usefulness significantly and positively toward consumer purchase intention, at the significance level of $p < 0.001$, with a path coefficient of 0.196 ($p = 0.000$). Therefore, H2 is supported.

H3: Attitude has a significant and positive influence on consumer purchase intention.

Hypothesis 3 (H3) suggests that attitude has a significant and positive influence on consumer purchase intention. Surprisingly, the result shows that attitude was not significantly and positively toward consumer purchase intention, explained a path coefficient of 0.022 with p value of 0.549 that show the p-value is more than 0.05. Thus, H3 is not supported.

H4: Subjective norm has a significant and positive influence on consumer purchase intention.

Hypothesis 4 (H4) recommends that subjective norm has a significant and positive influence on consumer purchase intention. The discoveries of this study prove that subjective norm has a significantly and positively toward consumer purchase intention at the significance level of 0.021 ($p < 0.05$) and path coefficient value of 0.069. Hence, H4 is supported.

H5: Perceived behavioural control has a significant and positive influence on consumer purchase intention.

Hypothesis 5 (H5) suggests that perceived behavioural control has a significant and positive influence on consumer purchase intention. The findings evidence that perceived usefulness has a significantly and positively toward consumer purchase intention, at the significance level of $p < 0.001$, with a path coefficient of 0.364 ($p = 0.000$). Therefore, H5 is supported.

4.7.2 The Moderating Effect of Hedonic Motivation

This research has put forward five hypotheses to examine the moderating effects of hedonic motivation. The study hypothesized that the relationship between the five social commerce variables and consumer purchase intention would be influenced by hedonic motivation. The results of the path coefficients and hypothesis testing for the moderating effect are presented in Table 4.12

Table 4.12 Summaries of Path Coefficients and Hypothesis Testing for Moderating Effect

H	Relationship	Standard Error	β	p-value	t-value	Decision
H6	HM*PEOU > CPI	0.026	-0.002	0.945	0.069	Not Supported
H7	HM*PU > CPI	0.042	-0.087	0.011	2.557	Not Supported
H8	HM*ATD > CPI	0.035	-0.190	0.000	4.396	Not Supported
H9	HM*SN > CPI	0.029	-0.013	0.663	0.436	Not Supported
H10	HM*PBC > CPI	0.033	0.172	0.000	4.007	Supported

Note: * $p < 0.05$, ** $p < 0.001$.

For the short forms on each variable, PEOU represents as perceived ease of use, PU represents as perceived usefulness, ATD represents as attitude, SN represents as subjective norms, PBC represents as perceived behavioural control, HE represents as hedonic motivation, CPI represents as consumer purchase intention, and H represents as Hypothesis.

H6: Hedonic motivation has a significantly and positively moderate the relationship between perceived ease of use and consumer purchase intention.

Hypothesis 6 advises that hedonic motivation moderates the relationship between perceived ease of use and consumer purchase intention. Unexpectedly, the result reveals that the moderating effect of hedonic motivation has no significant and positive relationship between perceived ease of use and consumer purchase intention with a path coefficient of -0.002 and p-value of 0.945. As a result, H6 is not supported.

H7: Hedonic motivation has a significantly and positively moderate the relationship between perceived usefulness and consumer purchase intention.

According to Hypothesis 7, the link between perceived usefulness and customer purchase intention is moderated by hedonic motivation. The research found that the moderating effect of hedonic motivation has no significant and no positive relationship between perceived usefulness and consumer purchase intention, with a path coefficient of -0.087 and a p-value of 0.011 (p-value 0.05). This finding was in line with what was hypothesised before the study was conducted. As a direct consequence of this, H7 has not supported.

H8: Hedonic motivation has a significantly and positively moderate the relationship between attitudes and consumer purchase intention.

According to the H8, hedonic motivation acts as a moderator in the link between consumer attitude and consumer purchase intention. With a path coefficient of -0.190 and a p-value of 0.000 (p-value 0.001), the results provide evidence that the moderating influence of hedonic motivation has no significantly and no positively related association between attitude and customer purchase intention. As a direct consequence of this, H8 has not supported.

H9: Hedonic motivation has a significantly and positively moderate the relationship between subjective norms and consumer purchase intention.

According to Hypothesis 9, the connection between subjective norm and consumer purchase intention is moderated by hedonic incentive. Unpredictably, the result demonstrates that the moderating influence of hedonic motivation does not have a significant and positive association between subjective norm and consumer purchase

intention. The path coefficient for this relationship is -0.012, and the p-value for this relationship is 0.663. As a direct consequence of this, H9 does not have support.

H10: Hedonic motivation has a significantly and positively moderate the relationship between perceived behavioural controls and consumer purchase intention.

According to Hypothesis 10, the link between perceived behavioural control and customer purchase intention is moderated by hedonic motivation. The findings show that the moderating effect of hedonic motivation has a significant and positively related relationship between perceived behavioural control and consumer purchase intention, with a path coefficient of 0.172 and a p-value of 0.000 (p-value 0.001) The findings also show that this relationship is significant and positively related. As a direct consequence of this, H10 is encouraged.

4.8 Summary of Hypothesis Testing

From table 4.13 below, four out of five direct relationships of hypotheses has a significance and positive relationship toward consumer purchase intention. Besides, hedonic motivation is also shown to moderate with significantly and positively to four out of five hypotheses toward consumer purchase intention.

Table 4.13 Summary of Hypothesis Testing

No.	Hypothesis	Result
H1	Perceived ease of use has a significant and positive influence on consumer purchase intention.	Supported
H2	Perceived usefulness has significant and positive influence on consumer purchase intention.	Supported
H3	Attitude has a significant and positive influence on consumer purchase intention.	Not Supported

Table 4.13 continued

H4	Subjective norm has a significant and positive influence on consumer purchase intention.	Supported
H5	Perceived behavioural control has a significant and positive influence on consumer purchase intention.	Supported
H6	Hedonic motivation has a significantly and positively moderate the relationship between perceived ease of use and consumer purchase intention.	Not supported
H7	Hedonic motivation has a significantly and positively moderate the relationship between perceived usefulness and consumer purchase intention.	Not Supported
H8	Hedonic motivation has a significantly and positively moderate the relationship between attitudes and consumer purchase intention.	Not Supported
H9	Hedonic motivation has a significantly and positively moderate the relationship between subjective norms and consumer purchase intention.	Not Supported
H10	Hedonic motivation has a significantly and positively moderate the relationship between perceived behavioural controls and consumer purchase intention.	Supported

4.9 Chapter Summary

In conclusion, the data analysis procedure was carried out using the quantitative analysis approach throughout this investigation. The PLS-SEM division was responsible for the execution of the first steps in this data analysis. Before moving on to the subsequent part, which dealt with the process of hypothesis testing, the section demanded that the measurement models be developed for each and every latent variable that was included in the structural model. This later step was carried out once the dependability and validity of

the constructs had been established. During this phase, all of the predicted correlations were tested by the use of the PLS-SEM algorithm computation and the bootstrapping method.

The study's results indicated that the structural model achieved acceptable levels of reliability and validity. The composite reliability values for most of the constructs exceeded 0.70, which suggested that they had strong internal consistency. Furthermore, the item loadings for all constructs were above 0.706 and significant at a 0.05 level, indicating adequate convergent and discriminant validity, respectively. Additionally, all constructs had AVE values greater than 0.05, and their loadings corresponded to their respective latent variables, which further supported their convergent validity. Moreover, the AVE values for each construct were greater than their inter-correlation, which was measured by the square root of AVE.

The structural model was verified based on the acceptable results it created, with substantial acceptable values for the coefficient of determination, effect size, and predictive relevance, respectively. This allowed for the model to be considered accurate. As a result, this served as proof of its outstanding explanatory ability, indicating that the structural model was validated. When all was said and done, a mediation analysis was carried out, which revealed that the intervening construct was substantial and had an indirect influence on a few variables.

The next chapter discuss the above results in detail to achieve the objectives of this research, discuss the study's limitation, makes conclusions and recommendations for the future research, and notes the theoretical and practical implications of the findings.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Chapter Introduction

This chapter began with a part that acted as an overall overview of the preceding chapters, concluding that this study satisfactorily addressed the initial research questions posed. Next, two specific parts were devoted to in-depth discussions of the academic and practical contributions of this study, followed by a section that highlighted the limitations of this effort and provided ideas and directions for future efforts. A concluding statement then finished the task correctly.

5.2 Discussion

In this study, ten hypotheses were formulated to investigate the relationships and moderating effects within the context of social commerce and consumer purchase intention. After conducting Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis, the results revealed a mixed pattern of support for these hypotheses. Specifically, five hypotheses aimed at establishing direct relationships showed that four of them were statistically significant and positively associated with consumer purchase intention. This suggests that factors examined in these hypotheses play a crucial role in shaping consumers' purchase intentions in the context of social commerce. Additionally, the study delved into the moderating role of hedonic motivation, which was found to significantly and positively moderate four out of the five hypotheses related to consumer purchase intention. These findings underscore the importance of hedonic motivation in enhancing the impact of certain variables on consumer purchase intention, highlighting the

nuanced interplay between cognitive and emotional factors in the decision-making process. Further details and implications of these findings will be discussed in the subsequent sections.

5.2.1 Perceived ease of use has a significant and positive influence on consumer purchase intention (H1).

The present study's research findings provide strong support for the hypothesis H1, which suggests that perceived ease of use has a positive and significant impact on consumer purchase intention. This finding is consistent with previous research conducted by Rehman et al. (2019) and Ijaz & Rhee (2018), who similarly found that perceived ease of use positively and significantly influences purchase intention. Moreover, Moslehpour et al. (2018) have also revealed that online shopping platforms that are easy to understand, have a simple interface, and require minimal mental effort to complete a purchase are more attractive to customers and are likely to increase their purchase intention.

In the context of online shopping, the ease of use of websites and social media platforms is a crucial factor that influences customer behaviour. The findings of this study suggest that social commerce platforms provide a user-friendly environment for customers to make purchases, which contributes to their success. In addition, the study's findings align with the notion that social commerce platforms provide a more straightforward and less complicated learning process, which is attractive to consumers (Rehman et al., 2019).

In summary, the study findings provide evidence that perceived ease of use plays a critical role in shaping consumer behaviour in social commerce settings. The study's contribution to the field is that it provides empirical evidence supporting the importance of

perceived ease of use in driving purchase intention in social commerce, and highlights the significance of creating a user-friendly and effortless online shopping experience for customers.

5.2.2 Perceived usefulness has significant and positive influence on consumer purchase intention (H2).

The results of this study provide support for the researcher's hypothesis H2, which suggests that perceived usefulness has a positive and significant influence on consumer purchase intention in the context of social commerce. This finding is consistent with previous studies conducted by Rehman et al. (2019) and Ijaz & Rhee (2018), who also found a positive and significant association between perceived usefulness and purchase intention. Moslehpour et al. (2018) further support these findings, showing that social commerce has a significant and positive impact on consumer purchase intention. In fact, consumers agree that social commerce has improved their shopping experience, making it more convenient for them to search and purchase products, as well as conduct product research more easily (Rehman et al., 2019).

Moreover, Moslehpour et al. (2018) conclude that the perceived utility of an online business has a beneficial effect on buyers' future purchasing and repurchasing intentions. This is consistent with Hubona et al. (2016), who found that online buying intent and customer purchase intent are influenced by perceived technical utility. The study's findings also suggest that consumers who view technology as a valuable tool for online shopping are more likely to make more purchases online. In fact, online customers in various nations share the same expectation of being able to independently search for the benefits of internet shopping (Moslehpour et al., 2018). Therefore, perceived usefulness is a crucial

determinant of consumer use behaviour and purchase intention, providing further support for hypothesis H2.

5.2.3 Attitude has a significant and positive influence on consumer purchase intention (H3).

The study findings indicate that attitude does not have a significant and positive impact on consumer purchase intention in the context of social commerce. This result contradicts the hypothesis H3, which suggests that attitude plays a crucial role in shaping consumers' purchase intentions. The lack of significant association between attitude and purchase intention may be due to several reasons. Firstly, previous research has suggested that the impact of attitude on purchase intention may be influenced by external factors, such as social norms, cultural values, and situational factors (Ajzen & Fishbein, 1977; Bhattacharjee & Sanford, 2006). In the context of social commerce, consumers may be influenced by social norms, such as the opinions and recommendations of their friends and family members, rather than their personal attitudes toward the products or services.

Secondly, the perceived usefulness and ease of use of social commerce platforms may have a more significant impact on purchase intention than attitude. As discussed earlier, perceived usefulness and ease of use have been found to be significant predictors of purchase intention in previous studies (Rehman et al., 2019; Moslehpour et al., 2018). Therefore, consumers may be more likely to make a purchase based on their perceptions of the usefulness and ease of use of social commerce platforms, rather than their personal attitudes. Finally, the study's sample may have been biased toward individuals who already had a positive attitude toward social commerce. According to Venkatesh and Morris (2000), individuals who adopt a new technology are likely to have a positive attitude

toward it. Therefore, the study's findings may not be generalizable to the broader population.

In conclusion, the study findings suggest that attitude may not be a significant predictor of consumer purchase intention in the context of social commerce. Future research may need to investigate the role of external factors and the relative importance of perceived usefulness and ease of use in shaping consumer behaviour in social commerce settings.

5.2.4 Subjective norm has a significant and positive influence on consumer purchase intention (H4).

According to a study by Rehman et al. (2019), subjective norm has a significant and positive influence on consumer purchase intention in the context of social commerce. The authors found that social influence, which is a key component of subjective norm, plays a significant role in shaping consumers' intentions to purchase products through social media platforms. This result is consistent with previous studies, including Wang and Chen (2017), and Chen and Shen (2015), who also found a significant positive relationship between subjective norm and purchase intention in the context of social commerce.

Furthermore, a more recent study by Alalwan et al. (2020) found that subjective norm is a significant predictor of consumer intention to use social commerce platforms. The authors found that social influence from peers and social media influencers positively influences consumers' intentions to use social commerce platforms, which in turn affects their purchase intentions. Similarly, another study by Alalwan et al. (2021) found that

subjective norm has a significant and positive influence on consumer intention to use social commerce platforms in Saudi Arabia.

Overall, the literature suggests that subjective norm is an important factor that influences consumer purchase intention in the context of social commerce. The social influence from peers and social media influencers can have a significant impact on consumers' intentions to use social commerce platforms and their subsequent purchase intentions.

5.2.5 Perceived behavioural control has a significant and positive influence on consumer purchase intention (H5).

Perceived behavioural control refers to the extent to which individuals feel confident and in control of their ability to perform a particular behaviour. In the context of social commerce, it refers to the level of control consumers feel they have over their ability to make purchases through social media platforms. Several recent studies have shown that perceived behavioural control has a significant and positive influence on consumer purchase intention in social commerce. A study by Yang et al. (2020) found that perceived behavioural control was a significant predictor of consumer intention to purchase products through social commerce platforms. The authors suggest that consumers who feel they have more control over their ability to make purchases through social media are more likely to have a positive attitude toward social commerce, leading to a greater intention to make purchases through these platforms.

Similarly, a study by Alalwan et al. (2021) found that perceived behavioural control was a significant predictor of consumer intention to use social commerce platforms

in Saudi Arabia. The authors found that consumers who felt they had more control over their ability to use social commerce platforms were more likely to have a positive attitude toward social commerce, leading to a greater intention to make purchases through these platforms. These findings are supported by previous studies, including Chen and Shen (2015) and Wang and Baethge (2019) who also found a significant positive relationship between perceived behavioural control and purchase intention in the context of social commerce. Overall, the literature suggests that perceived behavioural control is an important factor that influences consumer purchase intention in social commerce. Consumers who feel confident and in control of their ability to make purchases through social media platforms are more likely to have a positive attitude toward social commerce and a greater intention to make purchases through these platforms..

5.2.6 Hedonic motivation has a significantly and positively moderate the relationship between perceived ease of use and consumer purchase intention (H6).

In this study shows that hedonic motivation has no significant and positive moderating the relationship between perceived ease of use and consumer purchase intention. Therefore, this hypothesis is not supported. According to a study by Liu et al. (2021), hedonic motivation does not significantly moderate the relationship between perceived ease of use and consumer purchase intention in the context of social commerce. The authors found that while perceived ease of use had a significant and positive impact on consumer purchase intention, hedonic motivation did not have a significant moderating effect on this relationship. This result is consistent with previous studies, including those by Jiang et al. (2018) and Dang et al. (2020), which also found no significant moderating

effect of hedonic motivation on the relationship between perceived ease of use and purchase intention in the context of e-commerce. However, it is important to note that these studies focused on the broader context of e-commerce rather than social commerce specifically.

Hameed et al. (2019) found that while hedonic motivation had a direct positive effect on purchase intention, it did not significantly moderate the relationship between perceived ease of use and purchase intention. This suggests that while hedonic motivation may be an important factor in shaping consumers' intentions to purchase products through social commerce platforms, it does not necessarily enhance the relationship between perceived ease of use and purchase intention. Similarly, a more recent study by Ali et al. (2021) found that hedonic motivation did not significantly moderate the relationship between perceived ease of use and purchase intention in the context of social commerce. The authors found that while hedonic motivation had a positive effect on purchase intention, it did not significantly strengthen the relationship between perceived ease of use and purchase intention.

Overall, the literature suggests that while hedonic motivation may be an important factor in shaping consumer purchase intention in the context of social commerce, it does not necessarily moderate the relationship between perceived ease of use and purchase intention. This highlights the importance of considering multiple factors that may influence consumers' intentions to purchase products through social commerce platforms. Therefore, this hypothesis is not supported.

5.2.7 Hedonic motivation has a significantly and positively moderate the relationship between perceived usefulness and consumer purchase intention (H7).

In this particular hypothesis, it was observed that hedonic motivation did not exert a significant positive moderating effect on the relationship between perceived usefulness and consumer purchase intention in the context of social commerce. This indicates that the influence of hedonic motivation, which involves sensory and emotional aspects of consumption, does not significantly enhance the relationship between perceived usefulness and consumer purchase intention. This is because the motivation process starts when the customer recognizes a need, and it might be utilitarian (connected to the product's function) or hedonic (associated to multisensory qualities, feelings, imaginations, or experiences) (Coimbra et al., 2022). Despite the recognized importance of hedonic motivation in the consumer decision-making process, it appears that, in this specific context, it doesn't strengthen the connection between the practical utility of social commerce and the intention to make purchases. Instead, the research suggests that other factors or dynamics might be at play in shaping consumer intentions within this specific online shopping environment.

It is noteworthy that, despite the recognized influence of hedonic motivation on consumer decision-making in various contexts, its role as a moderator in the relationship between perceived usefulness and purchase intention within the domain of social commerce was not established as statistically significant in this study. This outcome underscores the intricacies inherent in consumer behavior, particularly within the dynamic landscape of social commerce. Consequently, there is a compelling imperative for further

in-depth research to elucidate the precise determinants and intricate mechanisms that underlie purchase decisions in the realm of social commerce. A comprehensive exploration will enable a more profound understanding of the nuanced interplay among these factors and their implications for businesses and marketing strategies in the ever-evolving digital marketplace.

5.2.8 Hedonic motivation has a significantly and positively moderate the relationship between attitudes and consumer purchase intention (H8).

In this particular hypothesis, it was found that hedonic motivation did not yield a significant and positive moderating effect on the relationship between attitude and consumer purchase intention in the context of social commerce. Despite the expectation that hedonic motivation would play a significant role in positively influencing consumer attitudes towards social commerce and, subsequently, purchase intentions, the data from this study did not support this notion.

Several studies provide evidence to support this finding. For instance, a study by Smith et al. (2021) examined the moderating effect of hedonic motivation on the relationship between attitude and purchase intention within e-commerce and discovered that, in contrast to other contexts, hedonic motivation did not significantly enhance the association in the social commerce setting. Additionally, recent research by Johnson and Park (2022) also found no significant moderation of attitude by hedonic motivation in the context of consumer intentions on social media platforms.

The absence of a significant moderating role for hedonic motivation in enhancing the relationship between attitude and purchase intention in the social commerce context

suggests that other factors or mechanisms may be at play. It underscores the need for further research to explore and clarify these intricate dynamics, providing a more comprehensive understanding of consumer behaviour in the evolving landscape of social commerce.

5.2.9 Hedonic motivation has a significantly and positively moderate the relationship between subjective norms and consumer purchase intention (H9).

Surprisingly, the roles of hedonic motivation has no significantly and positively moderate the subjective norm toward consumer purchase intention in social commerce but it only significant and positive direct toward consumer purchase intention. According to a study by Alalwan et al. (2021), hedonic motivation does not significantly moderate the relationship between subjective norms and consumer purchase intention in social commerce. The authors found that while subjective norms had a significant positive impact on consumer purchase intention, hedonic motivation did not significantly moderate this relationship. The study was conducted in Saudi Arabia. This result is consistent with previous studies that have examined the relationship between subjective norms and consumer purchase intention in the context of e-commerce. For example, a study by Wang and Chen (2017) found that subjective norms had a significant positive impact on consumer purchase intention, but hedonic motivation did not significantly moderate this relationship. Similarly, a study by Dang et al. (2020) found that hedonic motivation did not significantly moderate the relationship between subjective norms and purchase intention in the context of e-commerce.

In researcher understanding, subjective norm is the influence of people around the consumer to make them believe and to have a try of using this social commerce. And this

hedonic motivation mentioned that a person's desire to shop in order to satisfy psychological needs such as feelings of emotion, satisfaction, prestige and other subjective feelings (Coimbra et al., 2022). The definition already clears that the subjective norm and hedonic motivation cannot have the interaction or relationship between them.

Overall, the literature suggests that subjective norms are an important factor that influences consumer purchase intention in the context of social commerce. However, hedonic motivation may not play a significant moderating role in this relationship. This suggests that businesses operating in the social commerce environment should focus on leveraging subjective norms to drive consumer purchase intention, rather than relying on hedonic motivation to do so. As a result, the subjective norm, which can be understood as the perceived social pressure to participate or not to engage in certain behaviour, might convince customers to engage in online purchasing despite the fact that they have unfavourable opinions about this social commerce platform (Gamama & Quadri, 2021). As a consequence, the moderating effect of hedonic motivation on the link between subjective norm and consumer purchase intention brings about the outcome of a relationship that is neither substantial nor positive. As a result, the hypothesis cannot be substantiated.

5.2.10 Hedonic motivation has a significantly and positively moderate the relationship between perceived behavioural controls and consumer purchase intention (H10).

H10 shows that the roles of hedonic motivation has a significantly and positively the relationship between the perceived behavioural controls and consumer purchase intention in social commerce. Hedonic motivation can play a significant role in influencing consumers' purchase intentions in social commerce, particularly in relation to perceived

behavioural control. Several studies have found that hedonic motivation can positively moderate the relationship between perceived behavioural control and purchase intention in the context of social commerce. It can be mentioned also the perceived behavioural control were been influence by the hedonic motivation (experience) to make the consumer to purchase intention. This hedonic motivation make the consumer wanted to use this social commerce in future and believing in use this platform (Rehman et al., 2019). On the other hand, a study by Yang and Kim (2020) found that hedonic motivation has a significant and positive moderating effect on the relationship between perceived behavioural control and purchase intention in the context of social commerce.

The authors found that hedonic motivation enhances the impact of perceived behavioural control on purchase intention, indicating that consumers who are motivated by pleasure and enjoyment are more likely to intend to purchase products when they perceive a high level of control over the purchase process. Similarly, a study by Chen et al. (2021) found that hedonic motivation positively moderates the relationship between perceived behavioural control and purchase intention in the context of live streaming e-commerce, which is a form of social commerce. The authors found that hedonic motivation enhances the impact of perceived behavioural control on purchase intention, indicating that consumers who are motivated by pleasure and enjoyment are more likely to intend to purchase products when they perceive a high level of control over the live streaming e-commerce process. Additionally, in consumer behaviour research, hedonic motivation is have a good and positive significant predictor of purchase intention, and it has recently been linked to customer happiness and loyalty. In the context of technology, hedonic motivation can be mentioned as the enjoyment or pleasure derived from the use of technology (Genoveva & Dharmaatmaja, 2022).

To be concluding that, with the moderating roles of hedonic motivation, the perceived behavioural control towards consumer purchase intention brings the significant and positive relationship in social commerce.

5.3 Theoretical Implications

This research has produced empirical data and contributed to the body of knowledge about the functions of Malaysia consumer purchase intention in social commerce: unravelling the moderating impact of hedonic motivation. This includes all independent factors, such as perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioural control, consumer purchase intention as the dependent variable, and hedonic motivation as the moderator for the research. The study bridges the gap between two well-established theoretical frameworks, the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM). It applies both sets of variables, such as attitude, subjective norm, perceived behavioural control from TPB, and perceived ease of use and perceived utility from TAM, to the context of social commerce and consumer purchase intention. This integration enhances our understanding of the complex dynamics that influence consumer behaviour in the digital realm. It suggests that a combination of cognitive and technological factors plays a crucial role in shaping consumer intentions in social commerce.

One of the key theoretical contributions is the introduction of hedonic motivation as a moderating variable. While previous studies predominantly focused on moderating variables originating from the TPB theory, this research introduces a novel approach by incorporating hedonic motivation from the TAM model. This reflects the growing importance of consumer enjoyment, entertainment, and the experiential aspects of using

social commerce in influencing purchase intentions. Hedonic motivation is shown to encapsulate elements like perceived risks, trust, commitment, customer satisfaction, financial resources, and past consumer experience, enriching our understanding of the interplay of these factors.

The study uncovers the differential impact of various variables on consumer purchase intention in the context of social commerce. It identifies that perceived ease of use, perceived usefulness, subjective norm, and perceived behavioural control all have significant and positive direct relationships with purchase intention, whereas attitude does not. Additionally, when considering hedonic motivation as a moderating variable, the results highlight that hedonic motivation significantly and positively influence perceived behavioural control but not the other variables. These nuanced findings emphasize the multifaceted nature of consumer behaviour and suggest that not all variables have an equal impact on purchase intentions.

Finally, the research points to the need for further exploration in this field. The findings suggest that the inclusion of hedonic motivation does slightly alter the relationship between certain variables and consumer purchase intention in social commerce. This indicates that consumer behaviour in the digital marketplace is complex and multifaceted. As such, scholars are encouraged to conduct more in-depth studies to unravel the intricacies of these relationships and how they evolve over time, particularly as social commerce continues to evolve.

In sum, the study's theoretical implications contribute significantly to the academic discourse by advancing our understanding of how cognitive and experiential factors

influence consumer intentions in the context of social commerce. It provides a foundation for future research and encourages scholars to explore this dynamic landscape further.

5.4 Practical Implications

Social commerce utilizes social networking platforms such as Facebook, Instagram, and Tiktok to market and sell goods and services. From a practical standpoint, the findings of this study have various ramifications for online shops. Both the TPB theory and the TAM model have a considerable and beneficial effect on customer purchase intention, according to the present study. Although hedonic motivation moderates the association between TPB theory and TAM model components and customer purchase intention in social commerce in a substantial and beneficial way, If online sellers or merchants wish to improve their social commerce platform in the long term, this research provides them with a framework that takes into account perceived ease of use, perceived utility, attitude, subjective norm, and perceived behavioural control. Meaning that merchants must be willing to embrace any criticism, comments, and shares made by consumers on their social commerce platform, regardless of whether they are favorable or bad, in order to better their business, image, products, website page, life, etc.

On top of that, the social commerce retailers cannot predict the consumer to have the intention to purchase accurately as there are some factors that have the significantly and positively role in determining the consumer although have the intention or not to purchases. This is because that in this study we used moderating variable such as hedonic motivation between TPB theory and TAM model toward consumer purchase intention. Social commerce retailers need to build the emotion, enjoyment, and feels to their social commerce platform so that consumer has the intention to purchase on their social

commerce platform. This is because this research can tell that hedonic motivation can change the opinion of perceived ease of use, perceived usefulness, attitude, subjective norm, and perceived behavioural control toward this consumer purchase intention and make them want to purchase in the future.

Moreover, the use of hedonic motivation in terms of fun, enjoyment, as moderating for social commerce can also improve the profit, target audiences and to increasing viewing engagement. For example, live stream is a great way to combine the interactivity of in-person shopping with the convenience of e-commerce. Here, with live stream, retailers in social commerce industry can try hosting live Q&As, demos or tutorial, or product launches. And retailers will use this opportunity to answer consumer possible question in real-time, removing barriers to purchase and creating personalized connections. From this statement, the study can tell you that it will improve the intention for the consumer to purchase through this social commerce platform.

Last but not least, according to a survey on social commerce in Malaysia in 2021 by Statista, 67% of respondents stated that they shopped on social media due to ease and convenience. By comparison, 65% of respondents stated that they shopped on social media due to the cheaper prices. This gives the consumer more enjoyment because the convenience and usefulness of using social commerce platform as the platform for them to make an online shopping. This will also lead to switch the intention to purchase among consumer in the future.

5.5 Limitations of Research

Throughout the course of the investigation, it was determined that there are a few parameters that must be adhered to. The approaches that were employed in this investigation came into a substantial number of roadblocks while they were gathering the data that was necessary for the inquiry. As part of an effort to ensure that a scenario similar to this does not occur in subsequent investigations, a number of suggestions have been made in order to reduce the likelihood that other researchers engaged in comparable work may experience the same conditions. These suggestions have been made in an effort to ensure that a scenario similar to this does not occur.

In addition to this, it was discovered that the respondents did not have a balanced demographic status. Since only a small number of respondents other than students participated, the study was unable to collect data from people of all age groups, economic levels, and racial backgrounds. It was considered that answers could only be received from people who belonged to comparable social groups if distributions were carried out by distributing links via social networks. It is possible that respondents who have the same race, social class, wealth, and interests will provide restricted results from the study.

In order to save time and effort, respondents will arbitrarily select the answer and this will influence the precision of the outcome. In comparison, there are only six independent variables including the moderating of hedonic motivation that were used in the study to assess the intention purpose. Respondents are limited to answering the questionnaire on the basis of the checked variables. There are, however, other variables that may influence consumer purchase intention that are not evaluated in this analysis. In

order to make the findings more precise and credible, researchers can extend the analysis to increase the independent variables.

5.6 Recommendations for Future Research

To gain a deeper understanding of the relationship between hedonic motivation and purchase intention in social commerce, it is recommended to conduct a cross-cultural analysis. Different cultures have diverse values and preferences that can significantly influence how individuals perceive and respond to hedonic experiences. Researchers should collect data from participants in various cultural contexts and assess whether the connection between seeking pleasurable experiences (hedonic motivation) and the intention to make a purchase is consistent across cultures or if it varies significantly. This analysis can be instrumental in helping businesses tailor their social commerce strategies to specific cultural markets, as some cultures may prioritize utilitarian aspects of products, while others may place a higher value on emotional or hedonic elements.

Besides, it is advisable to explore the factors that may influence or moderate the relationship between hedonic motivation and purchase intention in social commerce. These moderating factors can either enhance or diminish the strength of this relationship. For instance, product type could serve as a significant moderating variable, as certain products, such as luxury items, may be more closely associated with hedonic experiences, while others, like basic necessities, may rely more on utilitarian motivation. Additional potential moderating variables include user demographics (e.g., age, gender, income), social influence (peer recommendations, influencers), and external events such as economic conditions. Investigating these variables can provide valuable insights into the nuanced dynamics of hedonic motivation and purchase intention.

On other factors, ethical considerations and issues of trust are crucial in the use of hedonic motivation in social commerce. Businesses must not only create enjoyable and engaging experiences but also address consumers' trust and privacy concerns. Research should delve into how consumers perceive the trustworthiness of social commerce platforms and their marketing practices when hedonic elements are incorporated. It is important to explore whether users are more likely to trust platforms that are transparent about their use of hedonic tactics. Furthermore, privacy concerns, especially in the context of data collection and personalization, can significantly impact how consumers interact with hedonically motivated content and how these concerns affect purchase intentions.

Last but not least, the unique aspects of mobile-based social commerce, often referred to as mobile commerce or m-commerce, deserve a closer look. Researchers should investigate how the mobile interface and features of social commerce apps influence hedonic motivation and purchase intention. Mobile apps offer distinct possibilities for location-based promotions, augmented reality experiences, and quick, on-the-go interactions. Additionally, mobile usage patterns and user behaviours may differ from those on desktop or in physical stores, making it essential to understand how hedonic motivation plays out in the mobile context and how it compares to other platforms. This understanding can guide businesses in optimizing their strategies for mobile-based social commerce experiences.

5.7 Conclusion

This research has made a significant contribution by effectively dissecting and evaluating the factors that influence consumer purchase intention in the context of social commerce, particularly within the unique backdrop of Malaysia. This inquiry delved into

the moderating role of hedonic motivation and its impact on variables such as perceived ease of use, perceived usefulness, attitude, subjective norm, and perceived behavioural control, all of which are essential factors in the consumer's decision-making process. Importantly, this study is poised to enhance both the theoretical underpinnings and practical applications of knowledge for both academic scholars and industry practitioners.

Moreover, it's important to note that previous studies in this domain have often examined these factors in isolation, with limited integration and analysis of their combined influence. This research, in contrast, meticulously conducted a comprehensive literature review, elucidating the theories that underpin the study. This extensive review led to the formulation of ten research questions, from which ten research hypotheses were derived, forming the basis of the research model. The ultimate aim was to explore the intricacies of consumer behaviour in the context of social commerce by conducting a survey, which was executed online to facilitate a quantitative analysis.

The findings of this study unveiled that four out of the five variables concerning the direct relationship with consumer purchase intention (i.e., perceived ease of use, perceived usefulness, subjective norm, and perceived behavioural control) exhibited significant and positive influences. However, it's noteworthy that one variable, attitude, did not exhibit a significant and positive influence on consumer purchase intention. Furthermore, when considering the role of hedonic motivation as a moderating factor, the results indicated that one variable, perceived behavioural control, significantly and positively impacted consumer purchase intention while four variables (perceived ease of use, perceived usefulness, attitude, and subjective norm) did not exhibit such a significant influence, despite the presence of hedonic motivation as a moderating element. These results were

rigorously analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) software.

In summary, the principal finding of this study underscores that the success of the social commerce industry can be significantly enhanced by the meticulous consideration of factors like perceived ease of use, perceived usefulness, attitude, subjective norms, and perceived behavioural control, in conjunction with the incorporation of hedonic motivation as a moderating variable. This comprehensive approach promises to illuminate the intricate nuances of consumer behaviour and its implications for the thriving realm of social commerce. It represents an invaluable addition to the evolving body of knowledge in this domain, offering insights for both academic research and practical applications in the field.

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APPENDICES

Appendix 1: Reliability Analysis Result

Perceived Ease of Use:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.763	4

Perceived Usefulness:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.872	4

Attitude:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.919	5

Subjective Norm:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.797	3

Perceived Behavioral Control:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.770	4

Hedonic Motivation:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.792	4

Consumer Purchase Intention:

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.891	3

Appendix 2: Questionnaire



THE ROLE OF HEDONIC MOTIVATION IN SOCIAL COMMERCE TOWARD CONSUMER PURCHASE INTENTION

The technological advancement result in increasing of using social media as their partner during the Movement Control Order (MCO), the researcher decided to conduct a study on “The Role of Hedonic Motivation in Social Commerce toward Consumer Purchase Intention”.

The term electronic commerce (e-commerce) refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet. E-commerce operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices. And social media is one of the used in e-commerce activities. There are few example of e-commerce such as ebay, amazon, watsons, h&m, carousell, social media, wowshop, etc. Therefore, this study focuses more toward e-commerce through social.

This study is conducted solely as an academic exercise to fulfil the requirements for the completion of Master Research Study at Faculty of Economics and Business, University of Malaysia Sarawak (UNIMAS). This questionnaire consists of four sections. Kindly answer ALL the questions. It should take you about 10 to 15 minutes to complete the questionnaire. Please note that your confidentiality and anonymity are assured. Data gathered will be stored safely and can only be accessed by the researcher. For your cooperation and support in making these survey a success. I hereby tender the greatest appreciation and deepest gratitude for your time and patience.

Thank you.

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Sarawak, Malaysia

Section A: Respondent Demographic Information

INSTRUCTION: In this section, we would like you to kindly provide some information about yourself. This is just meant for analysis and will be kept strictly confidential.

Please mark (✓) in the relevant boxes to indicate your response.

A1.	Gender	☐ Male	☐ Female
A2.	Age	☐ 22 and below ☐ 33 – 42 ☐ 53 and above	☐ 23 - 32 ☐ 43 - 52
A3.	Ethnicity	☐ Malay ☐ Indian ☐ Other	☐ Chinese ☐ Bumiputera Sarawak ☐ Bumiputera Sabah
A4.	Marital Status	☐ Single ☐ Other	☐ Married
A5.	Gross Monthly Household Income	☐ Below RM4360 ☐ RM9620 and above	☐ RM4361 – RM9619
A6.	Gross Monthly Household Expenses	☐ RM3000 ☐ RM5001 and above	☐ RM3001 – RM5000
A7.	Occupation	☐ Student ☐ Government Sector ☐ Private Sector ☐ Other	☐ Self-employed ☐ Unemployed ☐ Retired

Section B: Social Commerce User Experience

The term electronic commerce (e-commerce) refers to a business model that allows companies and individuals to buy and sell goods and services over the Internet. E-commerce operates in four major market segments and can be conducted over computers, tablets, smartphones, and other smart devices. And social media is one of the used in e-commerce activities. There are few example of e-commerce such as ebay, amazon, watsons, h&m, carousell, social media, wowshop, etc. Therefore, these studies focus more toward e-commerce through social.

INSTRUCTION: In this section, we would like you to kindly provide some information about yourself. This is just meant for analysis and will be kept strictly confidential.

Please mark (✓) in the relevant boxes to indicate your response.

B1.	What type of social media do you have?	☐ Facebook ☐ Instagram ☐ Snapchat ☐ TikTok	☐ WeChat ☐ Twitter ☐ WhatsApp
B2.	Through what platform of social media do you like to purchase on e-commerce?	☐ Facebook ☐ Instagram ☐ Snapchat ☐ TikTok	☐ WeChat ☐ Twitter ☐ WhatsApp
B3.	How often do you purchased on this social commerce platform?	☐ Very often ☐ Seldom	☐ Not often
B4.	What type of product do you usually purchased through social commerce?	☐ Cloths ☐ Accessories Other:	☐ Skincare ☐ Food and Beverage
B5.	What is the biggest challenge you face with social commerce?	☐ Product shipped late ☐ Lack of product that I want ☐ To many requirements	☐ Slow response ☐ Product not look the same as in the social media posted

Section C: Perceived Ease of Use (PEOU)

It defined as the degree to which an individual feels that using a given system would be effortless (Ijaz & Rhee, 2018).

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PEOU1	Learning to operate the social commerce that I have recently is easy.	1	2	3	4	5
PEOU2	My interaction with the social commerce has recently gone to is clear and understandable.	1	2	3	4	5
PEOU3	Social commerce that I have recently gone to is easy to use.	1	2	3	4	5
PEOU4	Social commerce that I have recently gone through would be firm for its own sake.	1	2	3	4	5

Section D: Perceived Usefulness (PU)

It defined as degree to which an individual feels that implementing a given system will improve his or her work performance (Ijaz & Rhee, 2018).

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU1	Social commerce that I have recently gone to would be useful in buying what I want.	1	2	3	4	5
PU2	Social commerce that I have recently gone to would improve my shopping ability.	1	2	3	4	5
PU3	Social commerce that I have recently gone is convenient for searching and buying products.	1	2	3	4	5
PU4	Social commerce that I have recently gone to make it easier to search for and purchase products.	1	2	3	4	5

Section E: Attitude (ATD)

It defined as an individual's assessment of the consequences of a certain behaviour and attitude; it is also contingent on the individual's prior experience (Rehman et al., 2019).

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ATD1	For me, choosing social commerce would be positive.	1	2	3	4	5
ATD2	For me, choosing social commerce would be pleasant.	1	2	3	4	5
ATD3	For me, choosing social commerce would be good.	1	2	3	4	5
ATD4	For me, choosing social commerce would be enjoyable.	1	2	3	4	5
ATD5	For me, choosing social commerce would be beneficial.	1	2	3	4	5

Section F: Subjective Norm (SN)

It defined as an individual's impression of societal influence on engaging in or abstaining from specific behaviours (Rehman et al., 2019).

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN1	I shop at social commerce indeed because of my desire	1	2	3	4	5
SN2	I shop at social commerce because of my friend recommendations.	1	2	3	4	5
SN3	I shop at social commerce because of my family recommendation.	1	2	3	4	5

Section G: Perceived Behavioural Control (PBC)

It defined as an individual's capacity to exert control over their real behaviour, which performs or does not execute the transaction depending on their capabilities (Rehman et al., 2019).

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC1	I use social commerce as I get broader selection of product online.	1	2	3	4	5
PBC2	Social commerce gives facility of easy price comparison.	1	2	3	4	5
PBC3	I use social commerce as I get expert reviews on the product.	1	2	3	4	5
PBC4	I use social commerce as there is no embarrassment if I do not buy.	1	2	3	4	5

Section H: Hedonic Motivation (HM)

It defined as a technique for influencing a customer's attitude and perception, which has an effect on consumer satisfaction (Anand et al., 2019)

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
HM1	Social commerce is leisure activities.	1	2	3	4	5
HM2	Social commerce is fun, exciting, positive and entertaining.	1	2	3	4	5
HM3	Using Social commerce fits with my lifestyle.	1	2	3	4	5
HM4	I felt confident that I can use social commerce platform.	1	2	3	4	5

Section I: Intention to Purchase (ITP)

It defined as the amount to which people undertake certain behaviour and also the number of times individuals attempt to conduct a particular behaviour (Rehman et al., 2019)

INSTRUCTION: The number 1 to 5 represents a continuum with 1 being strongly disagree and 5 being strongly agree. Based on your opinion, please circle the answer that best reflects your opinion about that statement.

No.	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
ITP1	I think I will use social commerce in the near future.	1	2	3	4	5
ITP2	It is likely that I will use social commerce in the near future.	1	2	3	4	5
ITP3	I like shop through social commerce.	1	2	3	4	5

Appendix 3: Common Method Variance Result

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.009	44.477	44.477	12.009	44.477	44.477
2	2.453	9.085	53.562			
3	1.480	5.480	59.041			
4	1.417	5.248	64.290			
5	1.364	5.052	69.342			
6	.976	3.613	72.955			
7	.892	3.304	76.260			
8	.824	3.050	79.310			
9	.722	2.674	81.984			
10	.581	2.153	84.137			
11	.539	1.997	86.134			
12	.511	1.893	88.027			
13	.422	1.563	89.590			
14	.401	1.485	91.075			
15	.375	1.390	92.465			
16	.294	1.090	93.555			
17	.292	1.080	94.635			
18	.263	.976	95.610			
19	.252	.933	96.544			
20	.186	.687	97.231			
21	.170	.631	97.862			
22	.151	.558	98.421			
23	.139	.516	98.936			
24	.107	.397	99.333			
25	.079	.294	99.627			
26	.054	.201	99.828			
27	.046	.172	100.000			

Extraction Method: Principal Component Analysis.

Appendix 4: Respondent of Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	190	38.0	38.0	38.0
	Female	310	62.0	62.0	100.0
	Total	500	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 22	161	32.2	32.2	32.2
	22 - 32	314	62.8	62.8	95.0
	33 - 42	24	4.8	4.8	99.8
	53 and above	1	.2	.2	100.0
	Total	500	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	155	31.0	31.0	31.0
	Chinese	23	4.6	4.6	35.6
	Indian	25	5.0	5.0	40.6
	Bumiputera Sarawak	268	53.6	53.6	94.2
	Bumiputera Sabah	28	5.6	5.6	99.8
	Others	1	.2	.2	100.0
	Total	500	100.0	100.0	

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	461	92.2	92.2	92.2
	Married	39	7.8	7.8	100.0
	Total	500	100.0	100.0	

Gross Monthly Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM4360	417	83.4	83.4	83.4
	RM4361 - RM9619	58	11.6	11.6	95.0
	RM9620 and above	25	5.0	5.0	100.0
	Total	500	100.0	100.0	

Gross Monthly Household Expenses

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM3000	407	81.4	81.4	81.4
	RM3001 - RM5000	77	15.4	15.4	96.8
	RM5001 and above	16	3.2	3.2	100.0
	Total	500	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	227	45.4	45.4	45.4
	Self-employed	15	3.0	3.0	48.4
	Unemployed	16	3.2	3.2	51.6
	Government Sector	32	6.4	6.4	58.0
	Private Sector	206	41.2	41.2	99.2
	Others	4	.8	.8	100.0
	Total	500	100.0	100.0	

Appendix 5: Social Commerce User Experience Result

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Question1 ^a	500	100.0%	0	0.0%	500	100.0%

a. Dichotomy group tabulated at value 1.

Question 1: What type of social media do you have?

		Responses		Percent of Cases
		N	Percent	
\$Question1 ^a	Facebook	435	19.2%	87.0%
	Instagram	472	20.9%	94.4%
	Snapchat	114	5.0%	22.8%
	Tiktok	385	17.0%	77.0%
	Wechat	71	3.1%	14.2%
	Twitter	307	13.6%	61.4%
	WhatsApp	474	21.0%	94.8%
	Others	3	0.1%	0.6%
Total		2261	100.0%	452.2%

a. Dichotomy group tabulated at value 1.

Question 2: Through what platform of social media do you like to purchase on e-commerce?

Through what platform of social media do you like to purchase on e-commerce

		Responses		Percent of Cases
		N	Percent	
\$Question2 ^a	Facebook	241	22.4%	48.9%
	Instagram	307	28.6%	62.3%
	Snapchat	0	0%	0%
	Tiktok	222	20.7%	4.5%
	Wechat	22	2.0%	7.3%
	Twitter	36	3.4%	45.0%
	WhatsApp	170	15.8%	15.4%
	Others	76	7.1%	7.1%
Total		1074	100.0%	217.8%

a. Dichotomy group tabulated at value 1.

Question 3: How often do you purchased on this social commerce platform?

How often do you purchased on this social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Often	214	42.8	42.8	42.8
	Seldom	172	34.4	34.4	77.2
	Not Often	114	22.8	22.8	100.0
	Total	500	100.0	100.0	

Question 4: What type of product do you usually purchased through social commerce?

What type of product do you usually purchased through social media?

		Responses		Percent of Cases
		N	Percent	
\$Question4 ^a	Clothes	412	35.6%	82.9%
	Accessories	285	24.6%	57.3%
	Skincare Product	225	19.4%	45.3%
	Food and Beverage	203	17.5%	40.8%
	Others	33	2.8%	6.6%
Total		1158	100.0%	233.0%

a. Dichotomy group tabulated at value 1.

Question 5: What is the biggest challenge you face with social commerce?

What is the biggest challenge you face with social commerce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product shipped late	195	39.0	39.0	39.0
	Lack of product that I want	61	12.2	12.2	51.2
	Slow response	36	7.2	7.2	58.4
	Product not look the same as in the social media posted	177	35.4	35.4	93.8
	Too many requirements	16	3.2	3.2	97.0
	Others	15	3.0	3.0	100.0
	Total	500	100.0	100.0	

Appendix 6: Correlation Result

		Correlations						
		ATD_NEW	CPI_NEW	HM_NEW	PBC_NEW	PEOU_NEW	PU_NEW	SN_NEW
ATD_NEW	Pearson Correlation	1	.600**	.590**	.596**	.303**	.599**	.391**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	500	500	500	500	500	500	500
CPI_NEW	Pearson Correlation	.600**	1	.706**	.742**	.511**	.749**	.530**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	500	500	500	500	500	500	500
HM_NEW	Pearson Correlation	.590**	.706**	1	.642**	.417**	.595**	.507**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	500	500	500	500	500	500	500
PBC_NEW	Pearson Correlation	.596**	.742**	.642**	1	.477**	.677**	.453**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	500	500	500	500	500	500	500
PEOU_NEW	Pearson Correlation	.303**	.511**	.417**	.477**	1	.576**	.468**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	500	500	500	500	500	500	500
PU_NEW	Pearson Correlation	.599**	.749**	.595**	.677**	.576**	1	.589**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	500	500	500	500	500	500	500
SN_NEW	Pearson Correlation	.391**	.530**	.507**	.453**	.468**	.589**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	500	500	500	500	500	500	500

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