



WHAT MOTIVATES MALAYSIANS TO ENGAGE IN SOCIAL COMMERCE SHOPPING INTENTION?

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ABSTRACT

Social media have wrought significant change since their inception. They have grown by leaps and bounds, transitioning from social networks to a powerful shopping platform known as social commerce. While some users embrace this technology, others opt out for various reasons. The objective of this study is to examine the factors that influence Malaysian consumers' social commerce shopping intentions. The extended technology acceptance model (TAM) was used to develop the conceptual framework. An online questionnaire was distributed across several social media platforms. Using convenience sampling, a total of 233 Malaysians participated in the study. The data was analyzed using multiple regression analysis. The study found that perceived enjoyment, trust, and electronic word of mouth (eWOM) had a significant influence on Malaysian consumers' social commerce purchase intentions, while perceived usefulness, perceived ease of use, and social influence did not. Trust is the most influential factor affecting Malaysian consumers' purchase intentions in social commerce, followed by perceived enjoyment and eWOM. This study hopes to add to the limited knowledge on social commerce and consumer behavior and provide retailers and marketers of social commerce with insights that will enable them to better understand their customers' preferences and, in turn, provide better service.

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1. INTRODUCTION

Social media platforms such as Facebook, Instagram, Twitter, WhatsApp, Telegram, and TikTok have forever impacted and altered people's lives (Yu et al., 2022). Since the early 2000s, social media channels have become ubiquitous and have experienced exponential growth (Rathi et al., 2024). Social media initially served as a platform for cross-border connection and interaction. However, the advancements of the internet,

the rise of electronic commerce or e-commerce, the decline of physical stores, increased shopper promiscuity, and demand for personalized experiences have ripened the social media shopping environment, revolutionizing its original functions (Zhang et al., 2024).

This integration of social media into e-commerce has led to the emergence of a new e-commerce model, i.e., social commerce. Social commerce is a subset of e-commerce activity that facilitates transactions between businesses and customers through the use of social media and social networks (Wang et al., 2022). Social commerce has produced a massive multiplier effect for entrepreneurs and all types of commercial activity. Almost all businesses are now taking advantage of this opportunity to strengthen, empower, and enrich their customer relationships through direct contact with customers and learning about their wants and needs (Evans et al., 2021). As a result, social media platforms have consistently introduced and expanded new features to make social commerce shopping more interactive and engaging (Algharabat & Rana, 2021).

Despite the rapid growth of social commerce shopping, it is still a young (Han et al., 2018) and developing research field in many countries around the world (Ahmad et al., 2022; Guan et al., 2022; Miah et al., 2022; Subathra et al., 2023; Zhao et al., 2023); hence, there is a scarcity of empirical evidence. Accordingly, the understanding of consumers' purchasing intentions on social commerce sites is limited, and the impact of social media on shopping intentions is not fully comprehended (Bianchi et al., 2017; Haliji et al., 2017; Lu et al., 2016), necessitating additional research in this area.

In the Malaysian context, prior to the COVID-19 pandemic, the country had a low online shopping presence, with only 48.8% of the population shopping online, while the majority preferred to shop in a physical store (Malaysian Communications and Multimedia Commission (MCMC), 2017). However, the pandemic has brought about significant changes in the country, leading to a surge in digital businesses. During the pandemic, Malaysians sought protection by embracing the new normal of online shopping. Since then, online shopping in the country has grown in popularity and has increased dramatically on various platforms, including social media (Mokhsin et al., 2018).

According to the most recent digital data for Malaysia, the country's internet penetration rate reached 96.8% of the population as of early 2023 (Kemp, 2023). In terms of social media, with a total population of 34.3 million people, approximately 78.5% of Malaysians were active users (Statista, 2023); this brings the country's total number of social media users to 26.9 million. Of this group, 81%, regardless of age, use at least one social media platform (Kemp, 2023). They spend an average of 2 hours and 47 minutes daily on social media apps and platforms (Kemp, 2023). WhatsApp is the most used social media, followed by Facebook, Instagram, and TikTok (Howe, 2023). Given the high engagement of Malaysians on social media, this study is interested in exploring what drives Malaysians to shop via social media platforms, a topic where empirical evidence is dearth and lacking (Ahmad et al., 2022; Guan et al., 2022). High engagement on social media platforms correlates with increased exposure to shopping-related content and enhanced social influence, both of which can lead to a higher likelihood of engaging in social media shopping (Zhang et al., 2017).

Having said that, this study is timely and relevant due to the scarcity of empirical data, particularly in Malaysia (Ahmad et al., 2022; Guan et al., 2022), despite the fact that Malaysians are heavy users of social media, ranking third among the highest users in the Asia Pacific region (Siddharta, 2024). Furthermore, Haliji et al. (2017) suggest that more research into consumer adoption behavior be conducted in order to better understand the factors that influence purchasing behavior in the context of social commerce. This study aims to identify the factors influencing Malaysian users' social commerce shopping intentions in response to previous research recommendations.

The findings of this study have implications for theory as well as practice. This study, in theory, closes a gap in the literature by providing empirical findings on social commerce and consumer behavior. In practice, this study offers valuable insights for social commerce retailers, developers, and marketers, enabling them to comprehend customer preferences and enhance their service quality.

This paper is organized into sections, beginning with an introduction, reviewing literature on the subject, detailing the methodology, discussing results and analysis, and concluding with a discussion and conclusion.

2. FINANCIAL LITERACY

2.1 Technology acceptance model

In this study, the technology acceptance model (TAM) developed by Davis (1989) is used to analyze how users perceive and interact with technology, i.e., social commerce. TAM is a research framework that focuses on two core components: perceived usefulness and perceived ease of use. The model has been shown to be reliable, powerful, and cost-effective for predicting user acceptance in different contexts and technologies (Alshehri et al., 2022; Nawang & Moess, 2023; Tong, 2010; Vijayan & Oo, 2022).

Using the TAM model, researchers claimed that human and social factors may play a role in technology adoption (Mathieson, 1991; Mun et al., 2006). Therefore, the TAM model was improved and adapted in its application, and theoretical extensions were made to include several other predictor variables besides perceived usefulness and perceived ease of use, resulting in a more robust model (Kurniawan et al., 2022; Legris et al., 2014). Building on insights from previous research, this study broadens the TAM framework to examine consumers' intentions toward social commerce shopping by incorporating additional variables such as social influence, perceived enjoyment, trust, and eWOM, as shown in Figure 1.

2.2 Intention

Intention, as defined by Ajzen (1985), refers to the desire to perform a particular behaviour rather than actually performing it in order to acquire, dispose of, and use products or services. In this study, intention is defined as a user's willingness to engage in social commerce for future shopping. Purchase intention remains a crucial and extensively studied topic, as shifts in market dynamics and evolving buying trends (Raji et al., 2024) indicate that consumers' purchasing decisions are driven by a variety of motivations (Akram et al., 2021). Previous research has examined various factors influencing purchase intention within the context of social commerce, such as social influence (Momani, 2021), perceived enjoyment (Rouibah et al., 2021), trust (Cutshall et al., 2022), and eWOM (Choi, 2021; Gvili & Levy, 2023). However, inconsistencies in the results of previous studies highlight the need for further investigation. For

instance, while Choi (2021) discovered that eWOM influences shopping intention in social commerce, Gvili and Levy (2023) found no significant relationship between the two variables. Thus, this study aims to build upon existing research by further exploring these factors and providing deeper insights into their influence on purchase intention.

The original TAM suggests only two primary constructs for predicting technology acceptance: perceived usefulness and perceived ease of use. However, some researchers argue that human and social factors may also influence intention (Mathieson, 1991; Mun et al., 2006). This study predicts that social influence, perceived enjoyment, trust, and eWOM, in addition to perceived usefulness and perceived ease of use, will influence social commerce shopping intention.

2.3 Perceived usefulness

Perceived usefulness refers to an individual's belief that a particular technology is useful (Davis, 1989). This belief can be influenced by the evaluation of the technology's usefulness and the strength of that belief. People will use a technology if they believe it is useful, and vice versa. The greater the perceived usefulness, the greater the intention to engage in social commerce shopping.

In the past, researchers (such as Harizi et al., 2022; Makmor et al., 2019; Othman et al., 2019; Oktania & Indarwati, 2022) have validated the construct of perceived usefulness, and it has been found to influence intention. For instance, Harizi et al. (2022) found that social commerce usefulness and convenience had a significant impact on Omanis' purchase intentions. Similarly, Oktania and Indarwati (2022) discovered that the usefulness, benefit, and advantage of the TikTok Shop feature effectively influence Indonesian consumers' purchase intentions. Drawing on the literature, the following hypothesis is developed:

H1: There is a significant relationship between perceived usefulness and social commerce shopping intention.

2.4 Perceived ease of use

Perceived ease of use refers to an individual's belief in the simplicity of using a technology (Davis, 1989). It is the belief that technology should be simplified and made more user-friendly. If users encountered some level of difficulty, they would be discouraged from using the system. Therefore, as the ease of use grows, so do their intentions to use the technology. Some studies have found a link between perceived ease of use and intentions in the context of social commerce (Harizi et al., 2022; Oktania & Indarwati, 2022). In other studies by Makmor et al. (2019) and Othman et al. (2019) discovered perceived ease of use as a motive of intention to shop via social commerce. Based on theoretical evidence from past literature, the following hypothesis is forwarded:

H2: There is a significant relationship between perceived ease of use and social commerce shopping intention.

2.5 Social influence

Social influence refers to the alteration of individuals' thoughts, feelings, attitudes, or behaviors due to their interactions with others. Social influence has been added as a

predictor of intentions to use a specific technology (Legris et al., 2003), and it has been discovered that it improves the TAM's predictive ability (Schepers & Wetzels, 2007). Social influence in TAM is the individual's belief in other people's suggestions to use or not use the new system (Venkatesh et al., 2003). Social interactions with online friends and product reviews influence consumers' purchase intentions in social commerce. As the social influence of significant others grows, so do their intentions to use the specific technology, i.e., social commerce.

Hu et al. (2019) found that social influence significantly impacts Chinese consumers' social commerce behavior. Khalid et al. (2020) reported a similar finding in their study, in which they investigated the factors influencing social commerce usage intention among Pakistani students, identifying social influence as a significant influencer. Studies by Fu et al. (2020) and Momani (2021) also supported the significant impact of social influence on social shopping intention. This led to the formulation of this hypothesis:

H3: There is a significant relationship between social influence and social commerce shopping intention.

2.6 Perceived enjoyment

Perceived enjoyment, according to Holbrook and Hirschman (1982), is the value a customer derives from their subjective experiences of fun and playfulness. The objective is to fulfill customers' hedonic desires and emotions while shopping, ensuring happiness, joy, and fantasy (Mikalef et al., 2013). In the context of this study, perceived enjoyment adds fun and gratification to interactive commerce and thus influences shopping intention. As an individual's perceived enjoyment increases, their intentions to use the technology also increase.

Past research suggests that perceived enjoyment affects intentions. According to a study conducted by Kian et al. (2017), social commerce retailers who provide a pleasurable and joyful purchasing experience increase customers' purchasing intent. Harizi et al. (2022) and Othman et al. (2019) also agreed that perceived enjoyment and social commerce shopping intention had a significant influence. Consequently, this study formulated the following hypothesis:

H4: There is a significant relationship between perceived enjoyment and social commerce shopping intention.

2.7 Trust

As defined by Schnall et al. (2015), trust in a technology is an individual's belief that the other party will act responsibly and not exploit the user. Building trust among users on social networks is a significant challenge before they make purchases from sellers (Othman et al., 2019). Therefore, trust is crucial in online purchasing due to the risk and uncertainty, with higher trust indicating a stronger intention to buy in social commerce. Consumer trust is bolstered by positive customer reviews, ratings, and recommendations in forums and communities, which in turn increase their confidence in vendors.

Numerous studies have demonstrated a significant impact of trust on purchase intention (Abou Ali et al., 2020; Makmor et al., 2019; Othman et al., 2019). According to Dabbous et al. (2020), trust influences consumer purchase intention in the context

of social commerce. The importance of trust in influencing intention in social commerce was supported by Cutshall et al.'s (2022) study on Thai customers. Based on the preceding literature, the following hypothesis is proposed:

H5: There is a significant relationship between trust and social commerce shopping intention.

2.8 Electronic word of mouth (eWOM)

Electronic word of mouth (eWOM) is a new form of online WOM communication that has gained popularity in recent years with the rise of social commerce. eWOM is an online statement by a potential, actual, or former customer about a product or company, whether positive or negative, that is accessible to a wide range of individuals and institutions via the internet (Hennig-Thurau et al., 2004). If WOM has a nine-fold effectiveness when compared to print media (Day, 1971), eWOM even offers faster message-transmission speeds, enabling users to access and retrieve messages online at any time (Huete-Alcocer, 2017).

eWOM is regarded as an important resource for users when making purchasing decisions (Zhao et al., 2020). Several studies have been conducted to investigate how eWOM influences customers' intentions toward social commerce, and it has been discovered that there is a significant relationship between the two (Choi, 2021; Rouibah et al., 2021; Yusuf et al., 2018). Online shoppers are eager to find relevant information on virtual networks in order to see what other buyers think (Farzin & Fattahi, 2018). In this manner, reviews on websites have a significant and positive impact on purchase intentions. Grounded on the literature above, the following hypothesis is posited:

H6: There is a significant relationship between eWOM and social media shopping intention.

2.9 Conceptual framework

Based on the foregoing discussions, Figure 1 depicts the proposed research framework developed for this study to better understand social commerce shopping intentions.

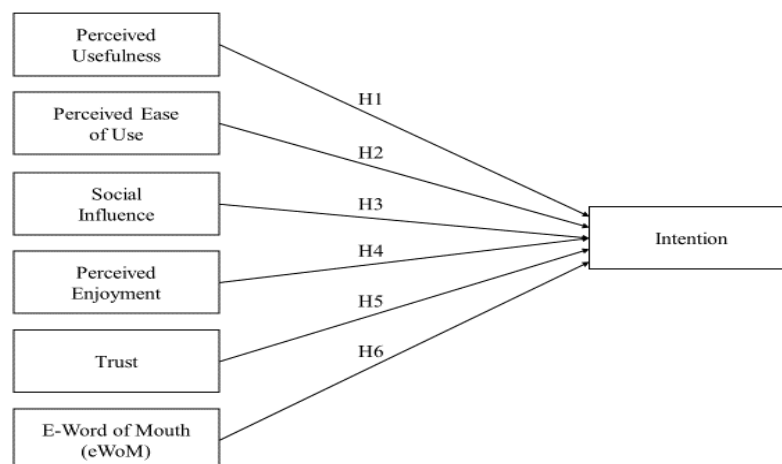


Figure 1: Research framework.

Source: Authors owns.

3. METHODOLOGY

This is a quantitative, cross-sectional study to understand social commerce shopping intentions. A questionnaire was conveniently distributed online via Google Forms to various social media platforms, such as Facebook and WhatsApp. Convenience sampling is deemed appropriate due to the study's time and budget constraints (Golzar et al., 2022).

For this study, the population consists of Malaysians who actively use social media and have experience shopping on social commerce platforms. While the exact total number of social media users in Malaysia remains unknown, the sample size of 233 respondents was determined based on common practices in similar studies and recommendations for achieving a statistically significant result. According to Cochran (1977), a sample size of at least 200 is often considered sufficient to ensure the representativeness and reliability of the findings, especially when the population size is large and unspecified. This sample size provides a reasonable level of precision while minimizing potential sampling errors, ensuring the validity of the data collected for analysing social commerce shopping behaviours among Malaysians. Furthermore, a sample of 30 to 500 participants is typical in social science research, where such numbers help to maintain a balance between practical feasibility and statistical power (Roscoe, 1975). Hence, a sample size of 233 is deemed adequate.

The survey was divided into two sections: Section A focused on the demographic profile, while Section B addressed the key variables of interest in the study. All items in Section B were adapted from existing research, with modifications made to the wording to better suit the context of this study. The questionnaire consists of 33 questions, with items drawn from previous studies. These include five items on perceived usefulness (Gao et al., 2011), five items on perceived ease of use (Gao et al., 2011), four items on social influence (Alshehri & Meziane, 2015), five items on perceived enjoyment (Ramayah & Ignatius, 2005; Saprikis et al., 2018), six items on trust (Gao et al., 2011; Saprikis et al., 2018), four items on eWOM (Kunja & Gvrk, 2020), and four items on social commerce shopping intentions (Husnain & Toor, 2017). Respondents were asked to indicate their level of agreement with each statement using a five-point Likert scale, ranging from 1 (strongly agree) to 5 (strongly disagree). All questions were answered in accordance with the Google Form settings, which include useful validation features that ensure respondents have completely answered all questions, resulting in no missing data. The collected data were analysed using the Statistical Package for the Social Sciences (SPSS), which was employed to perform descriptive statistics and regression analysis to test the hypotheses.

4. RESULTS AND ANALYSIS

4.1 Respondents' profile

The demographic characteristics of the respondents were analyzed using descriptive statistics, as presented in Table 1. Females (60.1%) outweighed males (39.9%) in the sample of 233. The majority of those polled were between 23 and 38 years old (46.4%). In terms of education, more than half (64.4%) of the respondents had a bachelor's degree. Since more than half of the respondents (60.1%) were students, it was expected that the majority of the respondents (58.8%) earned less than RM1,000.

Table 1: Respondents' profile

Item	Category	Frequency	Percentage	
Gender	Male	93	39.9	
	Female	140	60.1	
Age	Below 18	15	6.4	
	18 - 22	74	31.8	
	23 - 38	108	46.4	
	39 - 54	33	14.2	
	55 and above	3	1.3	
Occupation	Private Sector	36	15.5	
	Self-employed	22	9.4	
	Unemployed	1	0.4	
	Student	140	60.1	
	Private Sector	36	15.5	
Education Level	No formal education	4	1.7	
	Primary/Secondary school	7	3.0	
	Certificate/STPM/Foundation/ Matriculation/A-Levels	18	7.7	
	Diploma	27	11.6	
	Bachelor's Degree	150	64.4	
	Masters	19	8.2	
	PhD	6	2.6	
	Professional Qualification	2	0.9	
	Monthly Income	Below RM1,500	137	58.8
		RM1,501 - RM3,000	29	12.4
RM3,001 - RM6,000		47	20.2	
RM6,001 and above		20	8.6	
How many hours per week do you spend on social media?	Less than 1 hour	10	4.3	
	1 - 4 hours	68	29.2	
	5 - 10 hours	70	30.0	
	10 - 20 hours	60	25.8	
	More than 20 hours	25	10.7	
Which social commerce platform do you prefer to shop on?	Facebook	26	11.2	
	Instagram	45	19.3	
	Shopee	7	3.0	
	Telegram	4	1.7	
	TikTok	111	47.6	
	Twitter	4	1.7	
	WhatsApp	35	15.0	
	YouTube	1	0.4	
What kind of products did you buy on social commerce?	Books, magazines, newspapers	19	8.2	
	Clothing and accessories	125	53.6	
	Computer software and hardware	16	6.9	
	Food and beverages	45	19.3	
	Music	1	0.4	
	Travels/hotel arrangements	8	3.4	
	Others	19	8.2	

The respondents were questioned about the amount of time they spend on social media, their preferred social media for shopping, and the types of products they buy on social commerce. The majority of respondents used social media for 5-10 hours

per week. Nearly half of respondents (47.6%) purchased from TikTok, 19.3% from Instagram, 15% from WhatsApp, and 11.2% from Facebook. Clothing and accessories were the most commonly purchased items (53.6%), followed by food and beverages (19.3%).

4.2 Descriptive and reliability statistics

Table 2 shows the descriptive and reliability analyses of the constructs. The mean score for each construct ranges from 4.28 to 4.54, with a standard deviation of 0.49 to 0.63. The scores indicate that the respondents agree with the statements. Also, the internal consistency of the items representing each factor was evaluated using Cronbach's alpha to determine reliability. All seven questionnaire items had a Cronbach's alpha greater than 0.70, as suggested (Hair Jr. et al., 2010; Nunally, 1978), confirming their reliability.

Table 2: Descriptive and reliability statistics

Construct	No. of Items	Mean	Std. Deviation	Cronbach's alpha
Intention	4	4.4185	.55641	.833
Perceived Usefulness	5	4.5185	.49693	.846
Perceived Ease of Use	5	4.4790	.53040	.859
Social Influence	4	4.3680	.58078	.797
Perceived Enjoyment	5	4.4524	.57039	.892
Trust	6	4.2818	.63594	.914
eWOM	4	4.5408	.50156	.879

4.3 Intercorrelations analysis

Table 3 shows the intercorrelation values for each variable in the study. Any Pearson correlation coefficient greater than 0.90 between two variables indicates the possibility of multicollinearity (Hayduk, 1987; Tabachnick & Fidell, 2013; Yong & Pearce, 2013). The intercorrelation analysis reveals that all variables are related, and the values are less than 0.90, indicating that there is no evidence of multicollinearity.

Table 3: Intercorrelations analysis

Construct	1	2	3	4	5	6	7
1. Intention	1.000						
2. Perceived Usefulness	.677	1.000					
3. Perceived Ease of Use	.755	.774	1.000				
4. Social Influence	.712	.687	.708	1.000			
5. Perceived Enjoyment	.773	.730	.807	.747	1.000		
6. Trust	.812	.663	.744	.730	.761	1.000	
7. eWOM	.693	.647	.706	.663	.670	.628	1.000

4.4 Testing of the hypothese

The study conducted a multiple regression analysis to validate research hypotheses. Table 4 presents the empirical results of the multiple regression analysis. The R² value in Table 4 is 0.747, implying that the seven predictor variables explain 74.7% of the variation in the dependent variable, shopping intention. The overall model of multiple regression, with an F-value of 111.106 at the (p = 0.000) level, is statistically significant, indicating that the variables are crucial in predicting shopping intention on social commerce.

The empirical results of Table 4 show that the unstandardized beta coefficient (β) of perceived usefulness ($\beta = 0.106$, t -value = 0.502, $p = 0.616$), perceived ease of use ($\beta = 0.106$, t -value = 1.548, $p = 0.123$), and social influence ($\beta = 0.051$, t -value = 0.886, $p = 0.377$) appear to be insignificant variables in the regression model, and therefore hypotheses H1, H2, and H3 were not supported. On the other hand, the results of perceived enjoyment ($\beta = 0.192$, t -value = 2.906, $p = 0.004$), trust ($\beta = 0.425$, t -value = 7.336, $p = 0.000$), and eWOM ($\beta = 0.171$, t -value = 3.359, $p = 0.001$) show that these factors were significant positive contributors; therefore, research hypotheses H4, H5, and H6 were supported.

Table 4: Multiple regression results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.281	.188		1.494	.136
Perceived Usefulness	.032	.064	.029	.502	.616
Perceived Ease of Use	.111	.072	.106	1.548	.123
Social Influence	.049	.055	.051	.886	.377
Perceived Enjoyment	.187	.064	.192	2.906	.004
Trust	.371	.051	.425	7.336	.000
eWOM	.189	.056	.171	3.359	.001

Dependent Variable: Intention
 F statistics = 111.106
 R² = 0.747

5. DISCUSSION AND CONCLUSION

This study looks at the predictors of Malaysians' social commerce shopping intentions. A survey was conducted to achieve the study's goal, and 233 Malaysians participated using the convenience sampling technique. TAM was applied as an extended research model. Six hypotheses were developed and put to the test. Using multiple regression analysis, three hypotheses were confirmed, while the remaining three were not. Specifically, the findings of the study reveal that Malaysian consumers' social commerce shopping intentions are significantly influenced by perceived enjoyment, trust, and eWOM, but not by perceived usefulness, perceived ease of use, and social influence.

A significant relationship was found between perceived enjoyment and intention. Malaysians find social commerce intriguing, exciting, entertaining, pleasant, and joyful, which influences their shopping intentions. This finding is in line with the studies conducted by Kian et al. (2017), Harizi et al. (2022), and Othman et al. (2019). Social commerce platforms provide a dynamic, interactive retail experience that allows consumers to view products through images, peruse merchandise, access product reviews, and communicate directly with sellers, which increases the enjoyment and pleasure of shopping and thus increases shopping intent. Therefore, social commerce retailers and developers must constantly ensure that social commerce platforms are perceived by consumers as a joyful and entertaining shopping platform by providing appealing and engaging content.

The study reveals a significant correlation between trust and social commerce shopping intention, with trust being the most influential predictor among Malaysian

consumers. The finding is consistent with previous studies conducted by Abou Ali et al. (2020), Makmor et al. (2019), and Othman et al. (2019). Trust is vital in reducing the risks associated with social commerce shopping by instilling confidence in consumers about platforms' authenticity, reliability, and security. This confidence ensures that orders are fulfilled and expectations are met, resulting in positive feelings toward social commerce and increased shopping intentions.

eWOM was found to have a significant impact on Malaysian consumers' social commerce shopping intentions. This finding coincides with those of Choi (2021), Rouibah et al. (2021), Yusuf et al. (2018), and Zhao et al. (2020). Social commerce is prevalent due to its social nature, where consumers rely on fellow shoppers' perspectives. Social commerce allows consumers to share eWOM, reach a diverse audience, and engage with information before purchasing products and services. The influence of positive and negative eWOM on social commerce shopping intentions is therefore significant. Positive eWOM may indicate a higher proclivity for purchasing intent, and vice versa. Because Malaysians prioritize eWOM before making purchases, it highlights its significant impact on a business's perception and future success. Therefore, it is crucial for social commerce retailers to manage the narrative about their brand effectively.

Conversely, while some studies have found a significant relationship between perceived usefulness and intention, this study found the opposite. This result contradicts previous studies (Harizi et al., 2022; Makmor et al., 2019; Othman et al., 2019; Oktania & Indarwati, 2022), which support the significance of perceived usefulness and shopping intention. The idea that people are more influenced by the system's usefulness has been challenged in this study. One explanation for the insignificant relationship between these two variables could be that users are all technologically savvy and already familiar with social commerce functionality. And perhaps consumers do not find social commerce useful and beneficial in increasing their purchasing intentions and thus do not consider it important to influence their purchasing intentions.

The study also found an insignificant correlation between perceived ease of use and intention, which contradicts past studies (Harizi et al., 2022; Makmor et al., 2019; Oktania & Indarwati, 2022; Othman et al., 2019). This study calls into question the notion that people are more influenced by the ease of use of a system. The construct of perceived ease of use on social commerce platforms is inherently subjective, as individuals' perceptions of ease may vary. What one consumer deems easy to use, another consumer may perceive as challenging. Several factors could contribute to this. First, social commerce platforms are a recent development; therefore, users may not yet be familiar with their use. Second, the platforms are often used via mobile devices, which makes them more difficult to navigate compared to traditional desktop devices. Third, the extensive range of functions offered by the platform can add complexity and overwhelm certain users. Therefore, to reduce barriers for potential users and encourage commercial activity, platforms should offer an easy-to-navigate and intuitive user interface, clear policies, and customer support.

Unlike previous studies (Hu et al., 2019; Fu et al., 2020; Khalid et al., 2020; Momani, 2021), this study discovered that social influence was not a predictor of Malaysian consumers' social commerce shopping intention. The social influence factor on consumer shopping intention is a complex idea encompassing a range of elements, including information, recommendations, and social pressure.

Social commerce platforms ought to establish a conducive setting wherein consumers can be swayed by their peers. This can be achieved by fostering an atmosphere that encourages consumers to share their online WOM experiences, collaborating with influential individuals to endorse their offerings, and cultivating a sense of community. Through the facilitation of consumer interactions with like-minded shoppers and the provision of avenues for guidance and endorsements, platforms could foster a communal atmosphere and produce an impact on consumers' choices when making purchases. Despite the insignificant relationship between social influence and intention, it is imperative for social commerce platforms to actively cultivate an atmosphere that facilitates the influence of peers on consumers.

In conclusion, the significance of perceived enjoyment, trust, and eWOM should not be underestimated especially given that a large majority of Malaysia's population are social media users, spanning all age groups, and actively engage with at least one social media platform (Kemp, 2023). To effectively serve customers, social commerce retailers, developers, and marketers must first gain a deep understanding of their customers' needs and preferences in order to retain and improve service quality. The current study emphasizes the importance of social commerce's enjoyment, trustworthiness, and reliance on eWOM in terms of social commerce shopping intention among Malaysians. As a result, social commerce businesses and players could prioritize improving perceived enjoyment by offering personalized shopping platforms to entice enjoyment feelings. Additionally, emphasizing social commerce's safety, authenticity, dependability, and trustworthiness can increase customer purchasing intentions. Also, as consumers perceive that eWOM communications are credible and trustworthy for product and service information, being extremely cautious about handling negative reviews and badmouth on eWOM is paramount to maintaining businesses' reputations.

5.1 Implication

Theoretically, this study redounds to the limited body of knowledge on social commerce and consumer behavior. In particular, the study successfully expanded the TAM to include social influence, perceived enjoyment, trust, and eWOM, besides perceived usefulness and perceived ease of use, to investigate Malaysians' social commerce shopping intentions. The empirical study's findings confirmed that perceived enjoyment, trust, and eWOM are important predictors of social commerce shopping intention, with trust being the most influential factor, followed by perceived enjoyment and eWOM.

In terms of practical implications, the findings can be utilized by social commerce retailers, platform developers, marketers, and marketing influencers to enhance their operations. Trust is the most important issue that social commerce businesses must address. It is primarily the responsibility of social commerce companies, who must prioritize data security, privacy, and protection. Also, social commerce businesses can allocate resources to designing their social commerce shopping platforms to be entertaining and enticing in order to increase customers' joy and pleasurable feelings for shopping. Aside from that, consumers consider eWOM an important feature of social commerce prior to making a purchase. Taking steps to generate, support, and amplify eWOM is therefore critical for influencing consumer intentions and thus strengthening purchase behavior. One such step would be to design and provide tailored suggestions, product evaluations, and price comparison tools. Collaboration

with influencers can also be a strategic approach for social commerce platforms to boost eWOM by promoting their products and services, resulting in favorable online referrals.

5.2 Limitations and Recommendations

This study, like many others, has limitations that should be considered. These limitations encompass the varying roles played by different social commerce platforms and the potential influence of additional factors such as demographics, personality traits, and shopping habits. The research offers valuable insights pertaining to these factors; however, its applicability within the present context may be constrained. The examination of various platforms was not included in the study, thereby potentially constraining its comprehension of the determinants that impact the shopping intentions of Malaysian consumers. Notwithstanding these constraints, the research provides significant perspectives for professionals to formulate tactics aimed at augmenting social commerce sales and enhancing customer engagement.

In order to overcome these limitations, future investigations should endeavor to employ larger sample sizes, employ sampling methods that are more representative of the population, adopt a longitudinal design, and utilize objective measures. Furthermore, it is recommended that future studies investigate the ramifications of the pandemic, examine the involvement of various social commerce platforms, and assess the effects of additional variables on the shopping intentions of Malaysian consumers. Additionally, it is imperative to consider the potential influence of demographic variables, personality traits, and shopping behaviors on these intentions. Through the analysis of these concerns, forthcoming studies have the potential to enhance comprehension regarding the various determinants that impact the social commerce shopping intentions of Malaysian consumers.

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