



**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

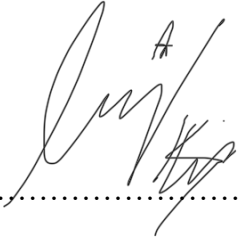
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Faculty of Economics and Business  
UNIVERSITI MALAYSIA SARAWAK

2024

## 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

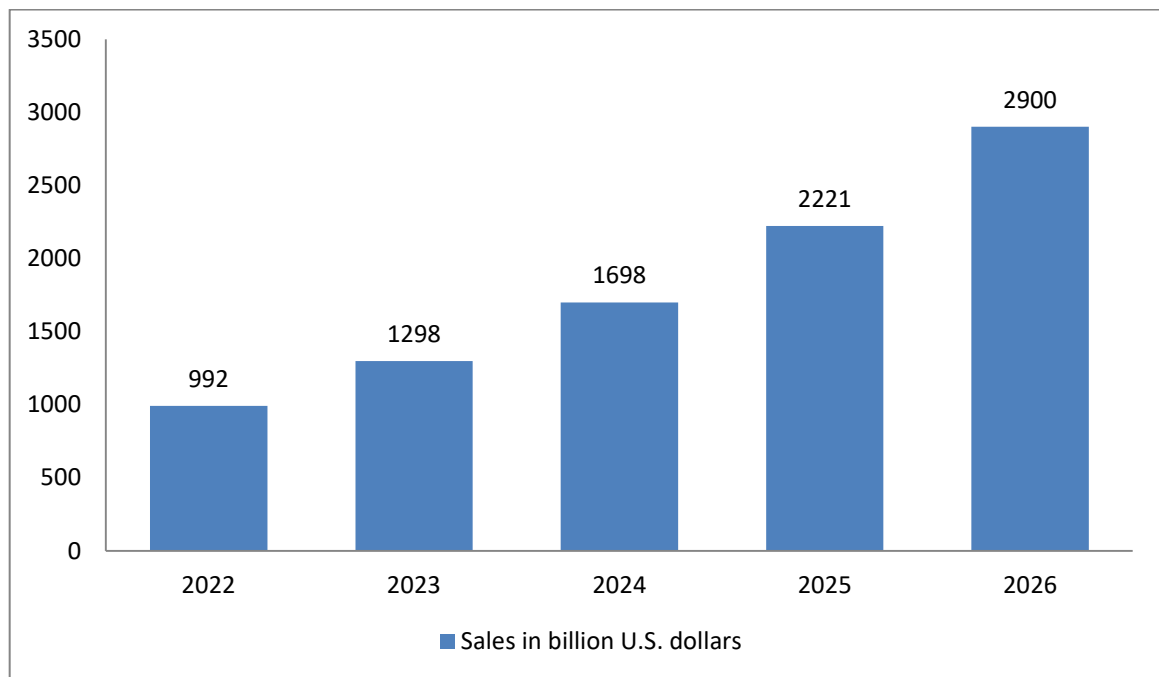
The online shopping industry, also known as e-commerce, refers to the buying and selling of goods and services over the internet. It has been rapidly growing in recent years, with more and more consumers turning to online shopping for convenience, accessibility, and often better prices. According to 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 Geysler, 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.

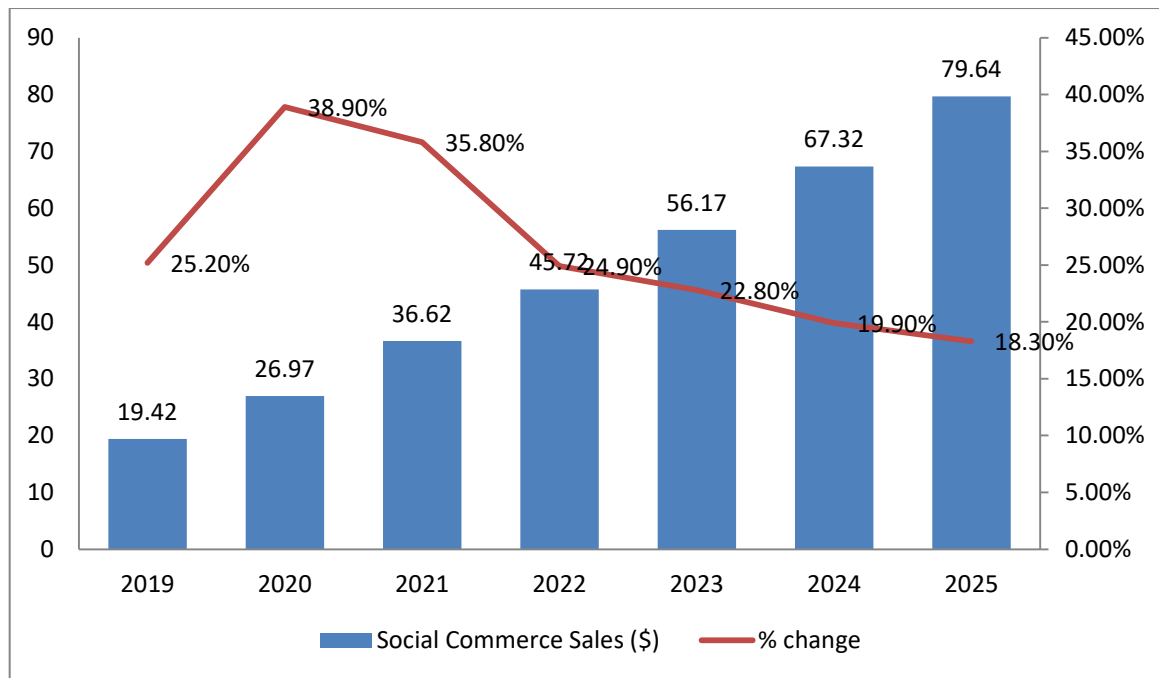
According to Mclachlan and Gur (2022), "social commerce" enables businesses to sell their products or services directly through social media platforms. The reason for the success of "social commerce" is the convenience it offers for making online purchases within social media platforms. This approach 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