

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF IT
AFFORDANCE ON CONSUMER
PURCHASE INTENTION IN SOCIAL
MEDIA PLATFORMS IN
MALAYSIA: THE MEDIATING
ROLE OF TRUST**

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ABSTRACT

This study investigates consumer purchase intention among social media platform users in Malaysia within the context of social commerce. It explores the influence of IT affordance as an independent variable on purchase intention, with trust in social commerce operationalised as a multidimensional formative construct that acts as a mediating variable. Grounded in the Stimulus-Organism-Response (S-O-R) theory, the study employs a correlational design to analyse structural relationships between IT affordance, trust dimensions, and consumer purchase intention. A quantitative approach was adopted, gathering data through physical and online surveys, resulting in 206 valid responses. The Partial Least Squares Structural Equation Modelling (PLS-SEM) method was used to evaluate both the measurement and structural models. This method allows for a comprehensive assessment of the interrelationships among the variables, providing insights into how social commerce influences consumer behaviour. By utilising PLS-SEM, the study can effectively identify and quantify these dynamics, offering valuable implications for businesses aiming to enhance their social commerce strategies. The results demonstrate that IT affordance significantly influences purchase intention, both directly and indirectly through trust. Trust, as a mediator, plays a critical role in linking IT affordance to consumer purchase intention, highlighting its multidimensional impact in fostering consumer trust and engagement. The findings provide theoretical contributions by integrating IT affordance and multidimensional trust within consumer behaviour models, advancing the understanding of their interplay in shaping purchase intentions. This integration enhances the theoretical framework by illustrating how IT affordance and trust interact to influence consumer decisions. Consequently, it offers valuable insights for marketers who aim to optimise strategies that leverage these factors to boost purchase intentions. From a practical perspective, the research underscores the importance of leveraging IT affordance elements such as visibility, metavoicing, and guidance shopping to enhance consumer trust and drive purchases. The result of the study authenticates that the present research model has a high predictive power, indicating that the identified factors significantly impact consumer behaviour. This strong predictive capability suggests that marketers can effectively use these insights to tailor their approaches for better engagement and increased sales. Marketers equipped with these insights can tailor their approaches to foster stronger connections with consumers, ultimately driving increased sales and enhancing overall customer satisfaction. Emphasising these affordance elements not only benefits businesses but also creates a more seamless and trustworthy shopping experience for consumers in an increasingly digital marketplace.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR’S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xiii
LIST OF SYMBOLS	xiv
LIST OF ABBREVIATIONS	xv
LIST OF NOMENCLATURE	xvii
 CHAPTER 1 INTRODUCTION	 1
1.1 Preamble	1
1.2 Background of the study	1
1.2.1 Online Shopping Market in Malaysia	7
1.2.2 Malaysian Purchase Intention in Social Commerce	9
1.3 Problem Statement	11
1.4 Research Question	15
1.5 Research Objectives	15
1.6 Scope of the Research	16
1.6.1 The Social Media Users	17
1.6.2 Malaysia	18
1.7 Significance of Research	19
1.7.1 Theoretical Contribution	20
1.7.2 Practical Contribution	21
1.8 Operational Definitions	22
1.8.1 Purchase Intention	22
1.8.2 IT affordance	22
1.8.3 Visibility	22

CHAPTER 1

INTRODUCTION

1.1 Preamble

With the ease of Internet access, customers' buying habits have undergone significant changes, giving rise to the phenomenon of online shopping. Online shopping has experienced exponential growth in recent years, revolutionising the retail sector and changing customer behaviour. This study attempted to offer a comprehensive understanding of the factors influencing customer purchase intention in the Internet retail landscape, particularly purchases through social media platforms, by highlighting new trends and their impact. This study analysed the growing world of online shopping in the social commerce industry. The study highlights factors influencing customer behaviour in purchase intention trends and the entire retail environment by analysing relevant research papers.

1.2 Background of the study

Being in the rapidly growing digital era causes changes in human lifestyles, with technology profoundly influencing shopping behaviours. One of the most prominent developments is the increase in online shopping trends. The availability of easy and fast Internet access and the presence of various online platforms have allowed users to explore products and services needed based on their comfort. This increasing phenomenon and trend stimulates rapid trade growth, and its effects are felt by businesses, customers, and the economy.

According to Kotler and Keller (2016), purchase intentions are demonstrated by consumers who exhibit a propensity to purchase based on their interest in products, familiarity with them, and the satisfaction derived. With an increasing number of users annually, social media platforms aiming to facilitate interactions with each other have become a place for disseminating information and product marketing (Hassan et al., 2022). According to Wong (2023) from Forbes, the number of social media users worldwide has swelled to a record 4.9 billion people globally and is expected to reach approximately 5.85 billion users by 2027. As per the report on 2023 data, Malaysia has