



**CONSUMER INTERACTION BEHAVIOR, INTERACTION
EXPECTATION, TRUST AND PURCHASE INTENTION:
AN EMPIRICAL STUDY ON SOCIAL MEDIA CONSUMER**

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ABSTRACT

Malaysia has been nominated as one of the highest internet users in the world. The use of social media create changes of the consumers way of thinking through emotions, needs, wants and demands that can influence the purchase intention. This research is to explore a study on the relationship between social media interaction behavior, interaction expectation, and trust with purchase intention. The results of literature review analysis shows that 1) interaction expectation, 2) interaction behavior 3) trust and 4) purchase intention has relationship with each other. The target of this study is to working people and university student in Miri and Kota Samarahan, Sarawak. The result showed that all variables are reliable and have significant relationship with purchase intention.

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CHAPTER ONE

INTRODUCTION

1.1 Background of Study

From a marketing perspective, purchase intention plays a crucial role in influencing the customer behavior, expectation, and trust (Kotler, 2007). Nowadays, the technology has truly changed the way people communicate, the way they are informed and how they do business. The usages of social media provide valuable technology to ease people in connecting with each other especially for an organization with their consumer. Social media has played a vital role as the fastest way to grow a business entity. (Simeon E, 2011). The increasing use of social media among people nowadays has led customer's curiosity about the firm products, especially with their expectation and experiences. Customers may compare their evaluation on the firm between through social media and reality. Their behavior, expectation, and trust may not be easy to be predict because the customer has much more power to in gaining profits that could determine the future of firm successful (Dewing, 2010).

From Merriam-Webster dictionary (2016) defines social media as types of electronic communication through which people make online groups to share data, thoughts, individual messages, and other substance such videos. From the online article named Big History (2010) that write about history of social networking. There are also many ideas about the social media which also define as social networking that can be characterized by a social structure based on individuals or institutions called "nodes," operated by some specialized forms of inter-dependency, for example, kinship, friendship, financial transactions, aversion, sexual relationships, or commonality of beliefs, knowledge or esteem. Social media changes the customers and the firm