

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING CONSUMER
PURCHASE AND USAGE
BEHAVIOUR OF SOCIAL
COMMERCE: A CASE OF
PERISHABLE PASTRY PRODUCTS**

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PhD

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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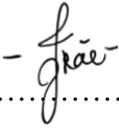
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ABSTRACT

Social media development has generated a new model of electronic commerce, called social commerce. The social commerce model combines commercial and social media activities by integrating social technologies into e-commerce. Previously through e-commerce, small and medium entrepreneurs products such as groceries and pastries have lower acceptance value among online consumers as they are easily perishable. Since then, social commerce has allowed small and medium entrepreneurs, especially those selling perishable products, to target and engage the broader online consumer markets. However, little empirical research exists on consumers' social commerce acceptance and usage, especially on perishable foods such as pastry products. Thus, this study investigates the inter-relationship between social commerce acceptance and usage determinants, trust, purchase behaviour, and pastry products consumers. In addition, this study also assesses whether age generation moderates the relationship between social commerce acceptance and usage determinants and pastry products consumers' purchase behaviour. Data was collected from 409 pastry consumers through an online survey. Data were analysed using SPSS version 24 and SmartPLS version 3.1.1 software. The study findings primarily indicate that pastry consumers perceived social commerce as engaging, enjoyable, and simple to use and saves time. In addition, the results show that peer control has the most significant impact on social commerce usage among the younger generations. The study findings contribute to the technology acceptance theory by understanding the determinants of technology adoption among social commerce consumers. Such perspectives contribute to the body of knowledge, theoretical, and methodological aspects.

Keywords: social commerce; technology adoption; pastry products; trust; age generation; purchase behaviour; UTAUT2.

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