

Using Multiple Linear Regression to Assess the Influencing Factors Towards Online Purchase Intention of Sarawak Layered Cakes

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ABSTRACT

Nowadays, online purchases have become a major activity in shopping for goods and services. Following the changes in shopping activities brought about by the COVID-19 outbreak, several studies have investigated various factors influencing buyers' online purchase intentions. This study provides a comprehensive overview of the factors influencing the online purchase of Sarawak layered cake, a traditional delicacy from Sarawak. This study aims to investigate the impact of trust and safety, digital and social interactions, halal considerations, flexibility and conveniences on customer's decision-making processes when purchasing Sarawak layered cake online. Primary data was collected through a Google Form questionnaire distributed to 51 respondents. Respondents' experiences with or without online purchases of Sarawak layered cake were captured. The reliability analysis confirmed that the questionnaire was a reliable tool for measuring the study's objectives. Regression analysis revealed that all hypotheses were supported, with trust and safety as the most influential factors affecting attitudes and online purchase intentions for Sarawak layered cake. The findings obtained offers valuable insight for Sarawak layered cake producers and marketers to improve product offerings and refine marketing strategies. Furthermore, it can help improve customer preferences and satisfaction, as well as boost purchase intentions for Sarawak layered cake. In the future, stratified sampling could be employed to develop a more accurate prediction model for online purchase intentions of Sarawak layered cake in Malaysia.

Keywords: online purchase intentions, regression analysis, Sarawak layered cake

INTRODUCTION

Online purchases in Malaysia have shown a trend since the outbreak of the Covid-19 pandemic. According to The Edge, about 88% of Malaysia's population has been digital consumers since the end of 2021 (Saleh et al., 2023). The pandemic shifted consumer habits, increasing reliance on online platforms for essential and non-essential purchases. As a result, understanding online purchase behaviour has become increasingly relevant in both academic research and industry practice.

Online purchase behaviour refers to a decision-making process and physical action involved in evaluating, purchasing, using, and disposing of goods and services. These activities can be easily experienced anytime and anywhere using computers and smartphones. Consumer purchase intentions can be directed by a few factors such as trust in online platforms (Abu-AlSondos et al., 2023), product itself (financial, physical, and functional), security, delivery risk (Alrawad et al., 2023) and halal product (Aziz & Chok, 2013). In Malaysia's multicultural and majority-Muslim context, halal certification is not only a religious concern but also an important marker of trust and product integrity. These factors, alongside the convenience and flexibility of digital shopping influence consumers' purchasing intentions.

This study focuses on Sarawak layered cake, locally known as *kek lapis Sarawak*, a culturally iconic dessert from East Malaysia. These colourful cakes are typically consumed during festive occasions such as Hari Raya and Gawai Dayak and are strongly associated with Sarawak's cultural identity, tourism industry and halal food sector. Sarawak layered cakes also widely purchased as souvenirs or festive gifts, often via social media and e-commerce platforms. Given their dual identity as a traditional food and a commercial product, understanding consumer behaviour toward Sarawak layered cakes in online settings is both timely and relevant.

To frame this study, we adapt concepts from the Theory of Planned Behaviour (TPB) which posits that attitudes, subjective norms and perceived behavioural control influence purchase intention. These are represented in our model constructs such as trust and safety (attitude), digital and social interactions (subjective norms), halal considerations (subjective norms) and flexibility and convenience (perceived behavioural control). Our conceptual framework integrates these variables to assess their collective impact on consumers' intention to purchase Sarawak layered cakes online.

Trust and Safety

Online purchase intention is influenced by both trust and technology factors. Trust in e-vendors and perceived risk significantly impact consumers' attitudes towards online shopping (Heijden et al., 2003). Reliability predicts customer e-trust in online shopping the most, followed by perceived ease of use and website design with addition e-trust mediates Saoulathe relationship between customer e-retention, website design, reliability, and perceived ease of use (Saoula et al., 2023). Qalati et al. (2021) also agree that perceived service quality, website quality, and reputation positively affect trust, which mediates their relationship with purchase intention. Safety and trust, along with price, ease of transaction, and information quality, have been shown to have significant positive effects on online purchase decisions (Shah et al., 2019).

Digital and Social Interactions

According to Saleh et al. (2023), social networks and e-commerce websites are the most effective drivers of online purchases in Malaysia: Shopee, Twitter, Instagram, and TikTok. Various factors, including price, product satisfaction, and information quality, have influenced consumers' trust in online platforms. Online purchase experience could differ from actual buying. Customer satisfaction is achieved when the outcome or experience meets or exceeds their expectations. Information about the product itself (such as display images and features) (Saleh et al., 2023) and social interactions (like word-of-mouth and social media) (Chuah et al., 2023) play crucial roles in achieving customer satisfaction.

Halal Considerations

In Malaysia, halal products have an impact on customers' attitudes and behavior in purchasing goods (Aziz & Chok, 2013). According to Ahmad (2014), the term "halal" originates from Arabic and refers to practices and beliefs in Islam as observed by Muslims. It is described as an action or item that is allowed by Islamic law (Shariah standard) without punishment on the transgressor. Products that

satisfy Shariah standards to avoid prohibition (both or other substances) are referred to as halal products (Burhanuddin, 2011). Al-Ghazali (2007) states that food can be considered haram based on its type, such as pork, khamar, as well as the products derived from it (alcohol, gelatin, etc.). Additionally, food can be considered haram based on how it is obtained, including the treasure needed to obtain it and the method of preparation. Halal certification can be a distinguishing factor. Effectively promoting and communicating the halal certification could help expand into world market (Rajagopal et al., 2011).

Flexibility and Conveniences

Online shopping has gained popularity in many countries due to factors such as convenience and flexibility influencing consumer behaviours significantly. Fam et al. (2020) highlighted the impact of the COVID-19 pandemic on online shopping behaviour in Malaysia emphasizing the convenience it offers during movement restrictions. Anuar (2024) supported this by suggesting that perceived convenience significantly influences consumers' online purchase intentions in Malaysia. Studies have also delved into the convenience and flexibility of purchasing products with cash on delivery (COD) services. For instance, research has shown that the responsiveness of delivery services significantly influences customer satisfaction (Jaafar, 2023).

While previous studies have explored online consumer behaviour and halal food preferences in Malaysia, very few have focused on traditional or regional food products in the digital marketplace – particularly those originating from East Malaysia. To the best of our knowledge, no comprehensive study has investigated the online purchase intentions specific to Sarawak layered cakes, a niche product that combines cultural value, halal assurance and regional branding. This study fills that gap by examining the key factors influencing consumer decisions, such as trust and safety, digital engagement, halal considerations and convenience.

The Hypotheses Based On TPB

The following hypotheses are thus proposed:

H1 (Attitude): Trust in the online seller has a significant and positive influence on consumers' intention to purchase Sarawak layered cakes online.

H2 (Subjective Norms): Perceived social influence, including halal awareness and digital/social interactions has a significant and positive influence on consumers' intention to purchase Sarawak layered cakes online.

H3 (Perceived Behavioural Control): Perceived convenience of the online shopping process has a significant and positive influence on consumers intention to purchase Sarawak layered cakes online.

H4 : Attitude, subjective norms and perceived behavioural control collectively have a significant influence on consumers' intention to purchase Sarawak layered cakes online.

METHODOLOGY

Methodology

This study adopted a quantitative descriptive research design to examine the factors influencing consumers' intention to purchase Sarawak layered cakes online. A structured online questionnaire was employed to collect data from Malaysian consumers, regardless of whether they had prior experience purchasing Sarawak layered cakes online. The quantitative approach was chosen to enable statistical analysis of consumer behaviour patterns and to test the hypothesized relationships based on the Theory of Planned Behaviour.

Sampling Strategy and Sample Size

The study utilized a convenience sampling method where participants were recruited via online platforms such as WhatsApp and social media. This method was selected due to its practicality in reaching a specific niche group – potential or existing consumers of Sarawak layered cakes – in a cost and time-effective manner. Although convenience sampling may limit the generalizability of results, it is commonly used in explanatory studies focusing on specific populations or product categories.

A total of 51 valid responses were collected meeting the minimum requirement for multiple regression analysis as suggested by Hair et al. (2018) who recommend at least 50 observations for studies with a limited number of predictors.

Instrument Development

The questionnaire consists of six sections. Part A encompasses the demographic characteristics of the respondents, including their gender, age, ethnicity, level of education, monthly household income, state, and location. Part B focuses on the digital visual appeal and buying preferences (via media social interactions) of the product. Part C focuses on the assessment of ingredients used and their compliance with halal standards. Next, Part D pertains to the trust and safety measures involved in making an online purchase. Part E focuses on the convenience and advantages of online shopping. Part F pertains to the future intentions for making online purchases. Except for Part A, all other sections utilize a 5-point Likert scale to assess variables. Respondents are required to indicate their level of agreement or disagreement on a scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Ethical Considerations

Participation in the study was voluntary, and informed consent was obtained digitally from all respondents before questionnaire completion. Respondents were assured that their responses would remain confidential and used solely for academic purposes.

Data Collection Procedure

The questionnaire was administered online via Google Forms and distributed through personal networks, community WhatsApp groups and social media channels. Data collection took place over a period of three weeks. This method was chosen to efficiently access participants across East and West Malaysian.

Data Analysis

The data were analyzed using IBM SPSS Statistics Version 29. The analysis began with descriptive statistics to summarize demographic data and assess the distribution of key variables. Next, reliability analysis using Cronbach's Alpha was conducted to test internal consistency of each construct. After that, multiple linear regression analysis was carried out to test the research hypotheses and assess the influence of independent variables towards online purchase intention. Assumptions of regression analysis, including linearity, normality of residuals, homoscedasticity and multicollinearity were tested and met, ensuring the robustness of the model.

RESULTS AND DISCUSSION

Descriptive Analysis of Respondents

Table 1 shows the demographic information of the respondents (N=51). Results show that most of the respondents were female (90.2%), aged 30 to 39 years old (56.9%), Malay (66.7%), had an educational background holding a degree or advanced diploma (51.0%), had a monthly household income in between RM4001 and RM6000 (29.4%) and resided in Sarawak (80.4%). These characteristics suggested that the sample was dominated by working-age, educated females with moderate income levels – a group that is likely to engage in online shopping.

Table 1: Demographic Frequency Analysis (N=51)

Variable	Category	Frequency	Percent (%)
Gender	Male	5	9.8
	Female	46	90.2
Age	Below 20	2	3.9
	20 – 29	12	23.5
	30 – 39	29	56.9
	40 – 49	7	13.7
	50 – 59	1	2.0
	Above 60	0	0
Ethnicity	Malay	34	66.7
	Non-Malay	17	33.3
Educational level	No certificate	1	2.0
	PMR / SRP	1	2.0
	SPM / SPMV	4	7.8
	STPM	2	3.9
	Diploma / Certificate	3	5.9
	Degree / Advanced Diploma	26	51.0
	Master / PhD	14	27.5
Monthly household income	RM2000 and below	4	7.8
	RM2001 – RM4000	9	17.6
	RM4001 – RM6000	15	29.4
	RM6001 – RM8000	7	13.7
	RM8001 – RM10000	4	7.8
	RM10001 and above	12	23.5
State	Sarawak	41	80.4
	Outside Sarawak	10	19.6

Reliability Analysis

The reliability analysis results in Table 2 indicated all five constructs had Cronbach's alpha values exceeding 0.875, indicating internal consistency (Hair et al., 2009). The construct measuring online purchase intention yielded the highest reliability ($\alpha = 0.912$), affirming the robustness of the instrument in capturing respondent perceptions.

Table 2: Reliability Analysis

Variables	Cronbach's Alpha	N of items
Online purchase intention	0.912	9
Trust and safety	0.950	8
Halal considerations	0.889	9
Digital and social interactions	0.901	9
Flexibility and convenience	0.875	5

Descriptive Statistics

The descriptive statistics in Table 3 show the digital and social interactions have the highest mean scores of 4.052 (SD=0.797) which indicates that digital visual appeal and buying preferences are important in shaping online purchase intention. Halal considerations received a high mean score of

3.949 (SD=0.760) showing it is crucial to the respondents. The respondents rated trust and safety have a positive impact on their intention to make online purchases, with mean of 3.816 (SD=0.793). The mean score of flexibility and convenience is 3.792 (SD=0.916). The standard deviation of the opinions among respondents for this particular factor varies more widely.

Table 3: Descriptive Statistics

Variables	Mean	SD	N
Online purchase intention	3.843	0.726	51
Trust and safety	3.816	0.793	51
Halal considerations	3.949	0.760	51
Digital and social interactions	4.052	0.797	51
Flexibility and convenience	3.792	0.916	51

Regression Analysis and Hypothesis Testing

Multiple linear regression was conducted to evaluate the effect of the four independent variables – trust and safety, halal considerations, digital and social interactions and flexibility and convenience on online purchase intention. Based on Table 4, the results show that trust and safety (B=0.547, p-value=0.000) appeared to be the most important factor in determining online purchase intention of Sarawak layered cake, followed by digital and social interactions (B=0.402, p-value=0.038), flexibility and convenience (B=0.313, p-value=0.001) and halal considerations (B=0.177, p-value=0.040). The regression model was statistically significant [F(4, 46) = 40.374, p < 0.001] with value of R=0.882 shows the factors were positively correlated to the online purchase intention. The four predictors explained 77.8% of the variance in online purchase intention. The model is illustrated as the following regression equation:

$$\text{Online Purchase Intention} = 0.710 + 0.547(\text{Trust and safety}) + 0.177 (\text{Halal considerations}) + 0.402 (\text{Digital and social interactions}) + 0.313 (\text{Flexibility and convenience})$$

Table 4: Model Summary Using Multiple Linear Regression

Variables	Estimate B (95% CI)	SE	t-value	p-value	Collinearity statistics	
					Tolerance	VIF
IV 1: Trust and safety	0.547 (0.342, 0.752)	0.102	5.369	0.000	0.389	2.572
IV 2: Halal considerations	0.177 (0.154, 0.336)	0.012	1.111	0.040	0.266	3.763
IV 3: Digital and social interactions	0.402 (0.182, 0.833)	0.096	1.081	0.038	0.432	2.317
IV 4: Flexibility and convenience	0.313 (0.144, 0.483)	0.084	3.720	0.001	0.427	2.343
Constant	0.710 (0.124, 1.296)	-	2.438	0.019	-	-
Durbin Watson = 1.513, R = 0.882, R Square = 0.778 F-statistic = 40.374, p-value = 0.000						

Before conforming to the final model, the proposed model has gone through the validation process. Normality testing in Figure 1 shows that most of the residuals plot approximately follow the straight line and we can assume normality and homogeneity of variance. The variance inflation factor (VIF) in Table 4 indicates that there is no presence of multicollinearity (O'brien, 2007). The Durbin-Watson test for this study falls within an acceptable range of 1.5 to 2.5, and it can be stated that the residuals have relative independence and there is no serial correlation between them (Turner, 2019). Thus, all four hypotheses were supported.

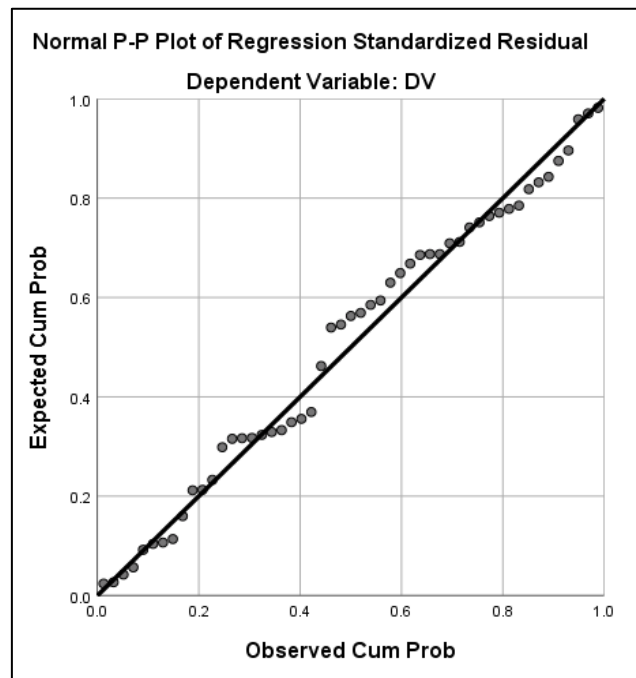


Figure 1: Normal Probability Plot

DISCUSSION

This study employed the Theory of Planned Behaviour (TPB) to investigate the factors influencing online purchase intention of Sarawak layered cakes which is a traditional food product with deep cultural and religious significance in Malaysia. The findings support the TPB framework, affirming that attitude (trust and safety), subjective norms (halal considerations and digital and social influence) and perceived behavioural control (flexibility and conveniences) all significantly impact online purchase intention. The regression model, which explains over 77% of the variance underscores the theoretical and practical importance of these constructs.

Trust and safety are crucial factors in online transactions. Our results indicate that this factor has emerged as the most prominent factor. Multiple studies conducted by Nawang (2023), Fong (2023), and Anuar (2024) have highlighted the impact of trustworthiness and security on consumers' online purchase intentions in Malaysia, especially in the context of the COVID-19 pandemic. In the context of traditional foods like Sarawak layered cakes, trust is multidimensional. It is not only about secure payment or reliable delivery, but it also involves confidence in the seller's food handling practices, authenticity of ingredients, freshness and adherence to halal principles. When selling food online, Ismail et al. (2022) addressed issues associated with food mishandling, hygiene measures, and lengthy shipping times. The visual presentation of packaging, clear return policies and positive customer reviews all contribute to fostering this perception. For traditional cake sellers, this could mean highlighting aspects such as vacuum-sealed packaging, freshness guarantees and transparent sourcing of ingredients.

The significance of halal considerations in influencing purchase intention reaffirms the centrality of religious values in Malaysian consumer behaviour. While halal is a primary concern for Muslim consumers, its impact extends beyond that. Research by Lim et al. (2020) found that non-Muslim consumers in Malaysia also associate halal with cleanliness, quality and health consciousness – dimensions that intersect with modern consumer values. The findings of this study indicate that halal awareness is not just a checkbox but a persuasive factor. This aligns well with the subjective norm component of TPB, where individuals are influenced by societal and cultural expectations. Halal

certifications when prominently displayed, function both as social cues and trust enhancers. These findings align with Ali and Ahmad (2023) who emphasize that halal certification impacts purchase intentions even among non-Muslim populations, especially in multicultural societies. Given the increasing globalization of halal tourism and food exports, small sellers of Sarawak layered cakes can leverage halal compliance not only to target domestic markets but also Muslim consumers abroad, particularly in countries with diaspora communities from Southeast Asia. Government support in streamlining certification processes and subsidizing marketing could assist in expanding reach into international halal e-commerce markets.

The role of digital and social interactions in shaping purchase intention has grown considerably in the post pandemic digital economy. This study results confirm that social proof, visual content and online word-of-mouth play a crucial role in influencing online purchases, especially for experiential products like food. Social norms are increasingly shaped by influencers, online reviews, Instagram visuals and user generated content. As Chuah et al. (2023) and Saleh et al. (2023) found, social media has become a primary channel for food discovery in Malaysia. TikTok “food reviews” and Instagram Reels showcasing product unboxing or taste-testing can dramatically increase product visibility. Our respondents highly valued aesthetic elements such as colour combinations, texture description, creative packaging and video-based demonstrations. This supports Nguyen (2024) who concluded that visual appeal significantly influences impulse buying behaviour. In this context, Sarawak layered cake sellers should adopt a content-driven marketing approach, utilizing photography, influencer collaborations, hashtags and interactive polls to engage with younger consumers and build a brand identity.

In line with the perceived behavioural control component of TPB, convenience significantly predicted online purchase intention. Respondents appreciated options such as cash on delivery (COD), multiple payment methods, free shipping and prompt delivery. These findings mirror the results of Jaafar (2023) and Rasoli et al. (2022), who found that logistical flexibility and fulfilment speed are key motivators in online food shopping. During COVID-19, consumers grew accustomed to high service expectations and these preferences have persisted. Features such as real-time delivery tracking, short delivery windows and user-friendly interfaces now influence not only purchase intention but also brand loyalty and repeat purchases. As small sellers face increasing competition from larger e-commerce platforms integrating convenience features can provide a competitive edge. In rural or semi-urban areas, where digital literacy or payment infrastructure may vary, offering COD ensures inclusivity. Moreover, by offering multiple channels for orders such as WhatsApp, Facebook Messenger or ShopeeLive, sellers can increase accessibility and enhance customer satisfaction.

This study supports the robustness of the Theory of Planned Behaviour in explaining consumer behaviour related to online food purchases. All three primary constructs including attitude, subjective norms and perceived behavioural control, were statistically significant in predicting behavioural intention. More importantly, this study contributes to localizing TPB in a Malaysian socio-cultural context by embedding religious values (halal) within subjective norms, interpreting visual and digital interaction as modern social influence and viewing convenience through the lens of accessibility and service flexibility. This theoretical adaptation suggests that TPB can accommodate culture-specific variables while maintaining its structural integrity. Future research can further extend the model by examining emotion-based factors, platform trust or consumer loyalty as mediators.

The findings of this study offer several important implications for small-scale entrepreneurs, digital marketers, and policymakers working to strengthen the traditional food sector through online channels. For sellers and producers of Sarawak layered cakes, building and maintaining consumer trust is essential. This can be achieved by investing in better packaging, displaying visible halal certification, and ensuring responsive customer service. Halal assurance, in particular, should be clearly emphasized through product labelling, online descriptions, and marketing visuals, as it plays a dual role in both religious compliance and food safety assurance. Furthermore, digital and social engagement should be prioritized through the use of social media platforms such as Instagram, TikTok, and Facebook, where visually appealing content, customer testimonials, and influencer collaborations can effectively increase

product visibility and trust. To enhance perceived convenience, sellers should offer multiple payment options, including cash-on-delivery (COD), and ensure timely delivery services with transparent communication channels such as WhatsApp or Messenger. From a policy perspective, government agencies like the Malaysia External Trade Development Corporation (MATRADE) or the Halal Development Corporation (HDC) can support local entrepreneurs by offering training programs on digital branding, halal marketing compliance, and logistics management. These efforts not only help sustain and grow the Sarawak layered cake industry but also contribute to Malaysia's broader goals of SME digitalization and cultural food heritage promotion.

Despite its valuable contributions, this study has several limitations that should be acknowledged. The use of a small sample size ($N = 51$) and convenience sampling limits the generalizability of the findings to the broader Malaysian population. In addition, the majority of respondents were female and based in Sarawak, which may have introduced demographic and geographic biases that could influence the results. Future studies should consider using a larger, more diverse sample through stratified or random sampling techniques to ensure better representation across gender, ethnicity, and regional groups. Comparative studies between East Malaysia (e.g., Sarawak, Sabah) and Peninsular Malaysia could also reveal regional differences in consumer behaviour, particularly in relation to traditional food products. Methodologically, future research could employ structural equation modelling (SEM) to explore more complex relationships, including mediation and moderation effects—for instance, investigating whether trust mediates the relationship between halal awareness and purchase intention, or whether religion moderates the impact of digital influence. Additionally, further exploration of post-purchase behaviours such as customer satisfaction, brand loyalty, and online word-of-mouth could deepen understanding of long-term consumer engagement. Expanding the model to include emotional factors, visual aesthetics, or platform usability would also provide a more holistic view of online consumer behaviour for traditional food items. Cross-cultural studies in other Southeast Asian countries with similar cultural and religious contexts, such as Indonesia, Brunei, or Singapore, would offer broader validation of the model and insights for regional marketing strategies.

CONCLUSION

This study examined the factors that influence consumers' intention to purchase Sarawak layered cakes online, using the Theory of Planned Behaviour (TPB) as a guiding framework. Specifically, it explored how trust and safety (attitude), halal considerations and digital/social interactions (subjective norms), and convenience (perceived behavioural control) affect consumer purchase intention. The results confirmed that all these variables significantly and positively influenced online purchasing behaviour, validating the relevance and applicability of TPB in the context of traditional food products in a digital marketplace.

Among the four variables tested, trust and safety emerged as the strongest predictor of purchase intention. This highlights the importance of seller credibility, product authenticity, and perceived food safety in shaping consumer attitudes. Halal considerations, though statistically less influential, remain a critical component of purchase intention, particularly in Malaysia's religiously diverse yet predominantly Muslim market. Digital and social interactions, including visual appeal, peer reviews, and social media influence, also significantly shaped subjective norms, underscoring the importance of social proof and online engagement. Meanwhile, convenience—measured through delivery responsiveness, cash-on-delivery options, and ordering flexibility—reinforced the role of perceived behavioural control in enabling online purchases.

From a practical perspective, these findings suggest that Sarawak layered cake producers and marketers must invest in digital trust-building strategies, display clear halal certification, enhance their social media presence, and prioritize consumer-friendly services to improve market reach and competitiveness. Policymakers and trade agencies can support this growth by offering digital literacy training, halal marketing guidance, and infrastructure support to empower local entrepreneurs and

promote cultural heritage products both domestically and internationally. While the study contributes to the growing body of literature on online food purchasing and TPB application, it is not without limitations. The use of a small, geographically concentrated sample may limit generalizability. Future research should consider larger and more diverse samples, explore post-purchase outcomes such as customer loyalty, and incorporate emerging variables such as platform trust, perceived value, or digital fatigue. Comparative studies across different states or countries could also provide insights into cultural nuances affecting consumer intention.

In conclusion, this study demonstrates that traditional food products like Sarawak layered cakes can thrive in the digital economy if sellers strategically address trust, social influence, religious values, and convenience. Understanding and leveraging these behavioural drivers is not only essential for business sustainability but also for preserving and promoting Malaysia's rich culinary heritage in the era of digital transformation.

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AUTHORS' CONTRIBUTION

All authors contributed substantially to this research. Hamdan, A. led the study design and supervised the data collection process. Kenyang, A. A. conducted the statistical analysis and interpreted the results. Additionally, Kenyang, A. A. contributed to the application of statistical methods, while Ali Hassan, A. N. and Bujang, N. performed the final proofreading and editing. All authors provided critical feedback and helped shape the research, analysis and manuscript.

CONFLICT OF INTEREST DECLARATION

We certify that the article is the Authors' and Co-Authors' original work. The article has not received prior publication and is not under consideration for publication elsewhere. This research/manuscript has not been submitted for publication nor has it been published in whole or in part elsewhere. We testify to the fact that all Authors have contributed significantly to the work, validity and legitimacy of the data and its interpretation for submission to Jurnal Intelek.

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