



**PURCHASE INTENTION AFTER CRISIS: THE MEDIATING
ROLE OF SOCIAL MEDIA**

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ABSTRACT

INTRODUCTION

The primary objective of the current study is to identify the UiTM Sabah students' purchase intention after the Porcine DNA arise with considering customer emotion, perceived of integrity and the social media mediating role. For this purpose, a set of 80 questionnaires were distributed, of which return in fully and provide valuable information which is very usable for the current research data analysis. Finding results shows that, overall majority of the customer emotion are positive toward Cadbury Chocolate and they did not feel fear toward the product. A finding also shows that despite for the customer perception of Cadbury Chocolate, overall the customers are very concern about the product trustworthiness. In order to gain their intention the product must have an honesty to meet a customer need and wants. Some of the customers also agree that their emotion and perception will not affect by the social media but some of them are affected by the social media information about the Porcine DNA crisis. Findings also mention that internet could be a huge connection tool during the crisis and since peoples are using internet everyday as their need and wants.