Determinants of Online Purchase Intention and Moderating Role of Trust in Social Network Websites in Malaysia

Saeideh Sharifi Fard, Ezhar Tamam, Md Salleh H.J. Hassan and Moniza Waheed

Faculty of Modern Language and Communication,
Universiti Putra Malaysia, Selangor Darulehsan 43400, Malaysia

Abstract: The rapid growth of social networking sites (SNSs) has led to a change in marketing strategies and purchase behavior of consumers. Drawing on the Extended Unified Theory of Acceptance and Use of Technology, a theoretical basis for the online buying intention based trust, performance expectancy, hedonic motivation, habit, social influence and effort expectancy constructs was examined. The data came from a sample of 370 students who had a prior experience in online buying. It was found that habit, hedonic motivation and performance expectancy were significant predictors of buying intention; however, effort expectancy and social influence did not significantly predict purchase intention. Habit had stronger influence on buying intention for customers with a high level of trust, whereas hedonic motivation and performance expectancy had a higher effect for customers with a low level of trust. Theoretical and practical implications of the findings are discussed.

Key words: Online behavior · Purchase intention · Social Networking Sites · Trust · Extended Unified Theory of Acceptance and Use of Technology

INTRODUCTION

In recent years, social networking service (SNS) is performed by numerous electronic commerce sites as an online shopping tool for the purpose of posting customer recommendations, reviews and ratings. Among different SNSs, Google Plus, Facebook and Twitter are the most well-liked ones. Online and offline retailers are required to use SNS technology for their business due to its rapid development. According to Nielsen (2014) almost 70% of active users of online social network are utilizing SNSs for their shopping purposes [1]. The popularity of online networking is increasing throughout the world [2, 3]. As in other countries, the market size of e-commerce spending in Malaysia will reach RM 263.0 billion in 2016 from RM 62.1 billion in the previous year [4]. In spite of the popularity of Social Networking Sites, the use of SNS for commercial interaction is still at infancy level.

University students are the prime users of social media. A high usage of SNS by the young generation has drawn the attention of advertisers and marketers [5]. .However, research concerning young users' online behaviors when using social networking sites is inadequate, especially studies involving university students. Applying effective marketing strategies without understanding the young users' behavior intention in the SNSs would be difficult. Prior studies have showed that lack of trust or trust deficit and long-term commitment are the key barriers to the e-purchase [6, 7, 8, 9, 10]. The framework of this study is based on UTAUT2 model and the framework posited; that habit, social influence, effort expectancy, performance expectancy and hedonic motivation are predictors of online purchase intention. While there were substantial studies that provide support on the influence of these predictors, their role remain unclear because the role of trust has not been integrated with other factors when examining the relationships of these selected predictors with online purchase intention. As such, taking into account the possible moderating role of trust, the present analysis examines how the selected predictors affect the intention of Malaysian university students towards buying using social networking sites.

UTAUT2 Model: The original Unified Theory of Acceptance and Use of Technology (UTAUT) provided a synthesis of eight different theoretical models derived

Corresponding Authors: Saeideh Sharifi Fard, Faculty of Modern Language and Communication,
University PutraMalaysia, Selangor Darulehsan 43400, Malaysia.

from psychological and social theories to provide an explanation of the past, present and future intention of using technology in an organizational setting [11]. The diffusion of innovations theory [12] examines the features of invention affecting the adoption of a specific technology and can be regarded as one of the first frameworks addressing the acceptance of technology. Based on the Theory of Reasoned Action (TRA) [13] the main predictor of human behavior is behavioral intention. The principles of TRA are extended in the Theory of Planned Behavior (TPB) [14] and the Technology Acceptance Model (TAM) [15]. In TAM, the acceptance of information technology and its utilization in organizations is addressed, while in TPB, variables are added to consider users' internal control (perceived behavioral control). Moreover, in the Motivational Model of Davis et al. motivations are studied to give an explanation on user behavior [16]. Considering the absence of an internal view, an extended Unified Theory of Acceptance and Use of Technology (UTAUT) model was proposed by Venkatesh, *et al*. [11]. Four core determinants including performance expectancy, social influence, facilitating conditions and effort expectancy together with four control variables including voluntariness of use, age, experience and gender, constitute the UTAUT model. The model was originally designed for the purpose of explaining the factors that have an effect on the employees' acceptance and use of Information Communication Technology (ICT). However, many researchers have used UTAUT in consumer settings.

Examples of the use of UTAUT in consumer settings include studies regarding users' adoption of M-commerce and mobile internet in Taiwan [16,17], m-banking adoption by users [18,19], the psychological factors of UTAUT in buying intention [20], the technologies of mobile phone [21], mobile advertising [22], extension of UTAUT in solving services of family disputation [23], investigating the role of social media in research [24] and question answer services [25] .Different constructs for all eight models that are incorporated in the UTAUT model and the sameness among those constructs and 1 or 4 other constructs of UTAUT including social influence (SI), effort expectancy (EE), facilitating conditions (FC) and performance expectancy (PE) are demonstrated in Table 1.

Three new factors including cost, hedonic motivation and habit were added by[26] to the original UTAUT in order to revise the model and adapt it to the setting of consumer services. Seven constructs, including the four mentioned above from the original UTAUT model

(facilitating condition, performance expectancy, social influence and effort expectancy) together with three new additional ones (price value, hedonic motivation and habit) constitute the UTAUT2 model (Table 2).

One of the significant predictors of intention to utilize is the construct of performance expectancy [11]. The incorporation of this construct into the UTAUT2 model of intrinsic motivation or hedonic motivation leads to the extension of the original UTAUT [26]. The effect of hedonic motivation which is also referred to as "perceived enjoyment" on the intention to utilize a technology and its actual usage have been demonstrated in previous studies on ICT [27]. It is believed that hedonic motivation has an effect on the acceptance of technology and it's used particularly in the consumer setting [28, 29]. Price value refers to the monetary cost that consumers experience through utilizing the technology (consumer setting). Moreover, it refers to differences in the organizational setting where the theory of UTAUT was configured. "Consumer habit", the third new construct incorporated in the UTAUT2 model, has been shown to be the predictor of technology usage in previous researches [30, 31]. Overall, based on the UTAUT2 model, seven factors influence the intention of individual consumers to utilize ICT. These seven factors are: habit, performance expectancy, price value, effort expectancy, hedonic motivation, facilitating conditions and social influence (Figure 1).

According to Venkatesh et al., experienced users (i.e. SNS-related experiences) depend on external support less than others [11]. Moreover, SNSs are characterized by an easy-learning curve and a free-to-use system, through either PC or mobile devices which need less continuous effort and time [32]. These characteristics allow SNS to need little extra support in order to learn the device, find a location and find time to continue buying through SNSs. The empirical evidences that are available on the influence of facilitating conditions on the adoption of information technology are contradictory. This variable was not examined in some studies [33, 34]. Therefore, it is presumed that the effect of facilitation condition can be insignificant in this study. As such, this construct is not included in the framework of this study.

Perceived trust was examined as the predictor of online buying intention in some of the previous studies [35, 36]. However, there are few studies that have assessed the moderating effect of trust in ICTs under UTAUT and UTAUT2. According to Venkatesh, UTAUT2 must be applied for different technologies and other factors need to be incorporated in order to study the

Table 1: Similarity of Constructs with the UTAUT

Constructs	Root Constructs
Performance expectancy	Job-fit (PC Utilization), perceived usefulness in (TAM, Combined TAM-TPB) extrinsic motivation (Motivation Model),
Effort expectancy	Outcome expectations (Social Cognitive Theory), relative advantage (Innovation Diffusion Theory), Perceived ease of use (TAM/TAM2), complexity (PC Utilization), ease of use (Innovation Diffusion Theory)
Social influence	Subjective norms (TRA, TAM2, TPB/DTPB and combined TAM-TPB), social factors (PC Utilization), image (Innovation Diffusion Theory)
Facilitating conditions	Perceived behavioral control (TPB/DTPB, combined TAM-TPB), facilitating conditions (PC Utilization), compatibility (Innovation Diffusion Theory)

Table 2: Constructs Definition in UTAUT and UTAUT2

| Core Constructs	UTAUT Definitions	UTAUT2 Definitions
Performance expectancy	"The degree to which an individual believes that using the system will help him or her to attain gains in job performance".	"The degree to which using a technology will provide benefits to consumers in performing certain activities" [26]
Effort expectancy	"The degree of ease associated with the use of the system"	"The degree of ease associated with consumers' use of technology" [26]
Social influence	"The degree to which an individual perceives that important others believes he or she should use the new system"	The consumers perceive that others (e.g., family and friends) believe that it is important that they use a particular technology [26]
Facilitating conditions	"The degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system"	"Consumers' perceptions of the resources and support available to perform a behavior" [26]
Hedonic motivation	Not considered	"The fun or pleasure derived from using a technology" [26]
Price value	Not considered	"The cost or value associated with technology" [26]
Habit	Not considered	"The extent of an individual performing a behavior automatically" [26]
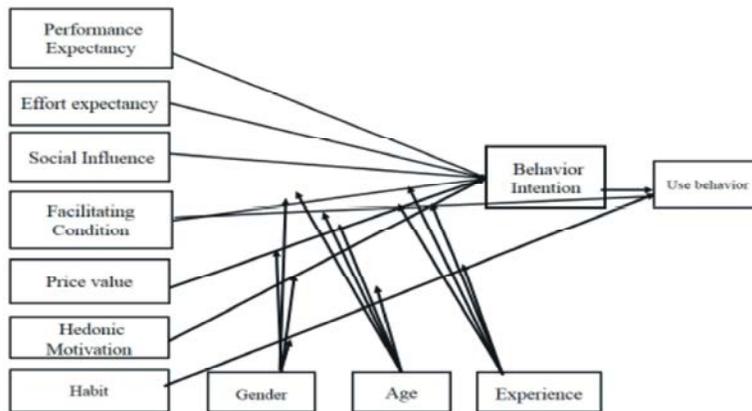
Fig. 1: UTAUT2 Model Proposed By Vankatesh, (2012)

applicability and employment of the UTAUT2 particularly to consumer behavior setting[26]. In this study, UTAUT2 was extended to the SNSs technology through incorporating the "trust towards SNSs" construct as the moderating variable in order to understand the extent to which the different factors considered have an effect on the buying intention of consumers.

Trust in SNSs Websites: Trust can be defined as an individual's confidence or belief that others will behave in an exchange as his or her expectation [37]. Based on the literature, trust is significant influenced by social

networks, where word of mouth from trusted sources can promote electronic commerce and decrease its risks [38]. The focus of this study is trust towards SNSs as the new technology. That is to say, it concentrates on the trust between consumer and the technology inherent in the websites of online sellers. While trust has been examined in the context of SNS [39], there are few studies that have tested its effect on the factors that affect purchase intention. Consumers with a low level of trust are likely to be cautious and have negative viewpoints when confronted with unknown conditions [40], yet with no particular basis to be explained [41]. This tendency

decreases their wish and leads to unwillingness towards trying new things. Customers with a high level of trust are inclined to be more positive and accept new things when first seen, contrary to those with a low level of trust [40].

An initial positive perception regarding a website will disappear as risks are understood, particularly for consumers with a high level of trust. This is because they did not consider extensively or were not ready for bad outcomes, contrary to the low level trust group. As such, trust will affect the consumers' intention towards using social networking websites for online purchasing [42]. Although trust was not examined as a moderator in former UTAUT2 studies within the online product consumption situation, it was examined as a moderator in explaining consumer behavior [38, 43, 44].

MATERIALS AND METHODS

A self-administered questionnaire was used to collect the data. It includes 27 items. A detailed summary of the constructs measured through multi-item scales is shown in Table 4. A seven-point Likert scale was applied to measure participants' responses. For the purpose of validating the questionnaire, a group of academics and professionals evaluated the items utilized for measuring the constructs of the study in order to check the appropriateness of the items for the analysis of the different predictors of online buying behavior. Based on the received comments, some modifications were done (e.g. some items were reworded for clarity purposes). A pilot test was done on 50 randomly chosen subjects of different ages and genders who experienced purchase using SNSs. Those subjects who did not have prior online purchase experience were excluded from the study.

It is essential for researchers of consumer behavior together with retailers to understand the attitudes of the Malaysian student population towards purchase intention using SNSs [45] because they are the main users of new technologies such as social network sites [46]. Therefore, students were a proper sample to be selected for this study. Four different Malaysian universities, including two private universities and two public universities, were selected under the multi-stage cluster sampling method. After removing the unusable subjects, the data collected from 370 respondents who purchased products online was used for further analysis. The sample size of the study was above 200 (the minimum sample size that has been suggested for Structural Equation Modeling SEM studies) [47, 48].

RESULTS

Analysis of Moment Structure (AMOS) software was utilized to analyze the results of the study. Multiple hypotheses are tested simultaneously by SEM. It estimates the relationships between a group of dependent and independent variables in a structural model [49]. The reasons behind using SEM includes the large sample size, the use of reflective (rather than formative) constructs and performing confirmatory (rather than exploratory) research. Data was analyzed using two-stage methods in which the measurement model was developed and assessed individually without considering the structural model [50]. Table 3 presents the demographic data related to respondents.

As presented in Table 3, the majority of respondents in this study were female. 225 respondents, which equals to 53.2%, were female while 145, which equals to 39.2%, were male. Moreover, more than 50% of the respondents (55.9%) were between 18 to 24 years old, 36.2% were between 25-34 years old, 6.8% were between 35-44 years old and 1.1% of them were 45 years old and above. Based on the descriptive data of the sample, Facebook was the most popular SNS among the respondents of this study (89.2% of them use it), followed by Twitter (25.1%), LinkedIn (5.1%), Instagram (2.4%) and other social network sites (27%). SNSs were used for less than 1 hour per day by almost 60% of the respondents while it was utilized for 2-3 hours per day by 28% of the respondents. 1.6 of respondents utilized SNSs for more than 8 hours per day. The results of data analysis showed the popularity of SNSs among the young participants of the study, justifying the former claim made in this study.

Measurement Model Evaluation: Confirmatory Factor Analysis (CFA) was conducted to test the validity of the measurement model using AMOS 22.0. CFA is a common technique used to test established hypothesized relations between measured variables and underlying constructs and thus, addresses the validity of the structure of a scale [51]. In order to utilize the maximum possibility method of estimation, the data set must have a multivariate normal distribution. This presumption was assessed and turned out to not be violated. The maximum possible method was then used. Moreover, the goodness-of-fit measures were used to investigate the fit of the measurement model. Based on the results of data analysis (Table 5), the fit indices were achieved within the suggested values.

Table 3: Background of the Respondents

Variable	Frequency	Percentage
Gender		
Male	145	39.2
Female	225	60.8
Age		
18-24	207	55.9
25-34	134	36.2
35-44	25	6.8
Higher than 45	4	1.1
Type of SNSs		
Facebook	330	89.2
Twitter	93	25.1
Instagram	9	2.4
LinkedIn	19	5.1
Friendster	7	1.9
Others	100	27
Daily SNSs Usage		
Less than1 hour a day	223	60.3
2-3 hours a day	104	28.1
4-5 hours a day	29	7.8
6-7 hours	8	2.2
Over 8 hours	6	1.6

Table 4: Goodness-of-Fit Indexes for Measurement Model

χ^2	Df	χ^2/df	GFI	CFI	IFI	TLI	RMSEA
611.011	333	1.835	0.896	0.943	0.943	0.935	0.048

Table 5: Average Variance Extracted (AVE) and Constructs Reliability (CR) Measures

Construct	Initial items	Final No. of items	AVE	CR
PE	5	4	0.504	0.802
EE	5	5	0.564	0.866
SI	6	5	0.507	0.835
HM	5	4	0.547	0.826
H	5	5	0.525	0.846
PI	5	5	0.579	0.872

. H: Habit; EE: Effort Expectancy; HM: Hedonic Motivation PE: Performance Expectancy; PI: purchase intention

The Root Mean Square Error of Approximation (RMSEA) value was at .048, below the suggested level of .08 for a reasonable fit [52]. The Comparative Fit Index (CFI) value was at .90, meeting the desired level of .943 for a reasonable fit [53]. Both Normed Fit Index (NFI) and Tucker-Lewis Index (TLI) were higher than the recommended value (NFI = .943, TLI = .935), as shown in Table 4. The results of the measurement model indicated that the model meets the minimum requirements to be considered a reasonable model fit [54].

In order to investigate the reliability, the convergent validity and the discriminant validity, CFA was utilized. This was done in order to examine the indicators that show the constructs and then assess the structural model evaluation [54]. The measurement scale for every construct is evaluated by the reliability. For every construct, the coefficients of Cronbach's alpha were computed (See table 5). The coefficients of Cronbach's alpha for all constructs met the requirement as proposed by [54]. Therefore, all constructs were reliable for further analysis. Moreover, based on table 4, all items have a loading higher than 0.5 on their specific constructs with Average Variance Extracted (AVE) values ranging from 0.59 to 0.84. As such, adequate convergent validity is indicated [50].

The correlation between constructs with the square root of the AVE on the diagonal is listed in Table 6. The results showed the accepted discriminant validity (50). Examining the factor loadings of every construct is the second way of evaluating discriminate and convergent validity. Based on the data analysis results, the loading of every indicator on its assigned construct is higher than its loading on any other construct. This confirms the adequate discriminant and convergent validity.

Table 6: AVE and Squared Correlation Coefficients

	AVE	CR	H	EE	SI	HM	PE	PI
H	0.525	0.802	0.725					
EE	0.564	0.866	-0.037	0.751				
SI	0.507	0.835	0.014	0.188	0.712			
HM	0.547	0.826	0.665	0.006	0.026	0.740		
PE	0.504	0.846	-0.075	0.544	0.546	0.002	0.710	
PI	0.579	0.872	0.645	0.040	0.101	0.663	0.150	0.761

Notes:1. The bold diagonal elements are the square root of the average variance extracted (AVE). Off-diagonal elements are the correlations among constructs. For discriminant validity, diagonal elements should be larger than off-diagonal elements. 2. H: Habit; EE: Effort Expectancy; HM: Hedonic Motivation PE: Performance Expectancy; PI: purchase intention.

Table 7: Goodness-of-Fit Indexes for Structural Model

χ^2	df	χ^2/df	GFI	CFI	IFI	TLI	RMSEA
611.011	333	1.835	0.896	0.943	0.943	0.935	0.048

Table 8: Results of SEM on Effect of Predictors on Purchase Intention

Hypothesised Relationship	B	S.E	β	C.R	P	R^2
PI ← PE	0.339	0.118	0.231	2.871	0.004*	0.55
PI ← EE	-0.083	0.075	-0.068	-1.108	0.268	
PI ← SI	-0.033	0.072	-0.028	-0.461	0.645	
PI ← HM	0.568	0.110	0.403	5.161	***	
PI ← H	0.358	0.068	0.393	5.239	***	

Note. PE = performance expectancy; EE = effort expectancy; SI = social influence, HM=hedonic motivation; H=habit; PI=purchase intention *$p < 0.05$. **$p < 0.01$. ***$p < 0.001$

Structural Model Evaluation: SEM was conducted to confirm the proposed research model and to examine the hypothesized relationships between the constructs. The results of the proposed structural model test showed that the model closely fit the data (Table 7). More specifically, the chi-square value was 611.011 with 333 degrees of freedom [54]. The RMSEA value was lower than the suggested level of .08 for a reasonable fit at 0.048 [52]. The CFI value met the desired level of .90 for a reasonable fit at .943 [53]. Furthermore, the NFI and TLI values were higher than the recommended .90 level for a reasonable fit [53], being at .943 and .935, respectively. An acceptable structural model is indicated by these fit indices.

As shown in Table 8, out of five hypotheses, three of them (i.e. the connection between performance expectancy, hedonic motivation and habit with purchase intention) were confirmed. The results will be discussed in the next sections.

Moderating Role of Trust: A subgroup analysis method was utilized to evaluate both the moderating effect of trust and the model in full as recommended by [55]. Based on the median value, the groups were divided into two subgroups; a low-trust subgroup (N = 150) and a high-trust subgroup (N = 220). According to the results

revealed in Table 9, the overall moderation model was Δ χ^2= 206.301 (1975.165-1768.864); df= 89 (1101-1012); p= 0.000. There was a significant difference (p< α). Therefore, there is some kind of moderation effect in the overall model as cited by[54].

The results portrayed (Table 10) that there is positive relationship between PE and purchase intention for respondents with low level of trust (β = .547) .However, the path hypothesis for respondents with high levels of trust was not significant (β = .050). Therefore, the moderation effect of trust on the paths relationship between PE and PI was supported. As showed, the moderating effect of trust on the paths relationship between EE and SI and PI were not supported. Moreover, the findings revealed that there was a significant relationship between H for respondent with high level trust (β = 0.678) and the path hypothesis for low level trust was not significant (β = 0.076). Consequently, the moderating effect of trust on the path relationship between H and PI was supported. Furthermore, the results showed that there is association between HM and PE for respondents with low level of trust (β = 0.537) . Nonetheless, the path hypothesis for respondents with high levels of trust was not significant (β = 0.149). Therefore, the moderation effect of trust on the path relationship between HM and PI was supported.

Table 9: Overall Moderation Model

Model	CMIN	DF	P	CMIN/DF
Unconstrained	1768.864	1012	.000	1.775
Measurement residuals	1975.165	1101	.000	1.794

Table 10: Results of Moderation Test of Trust

Constructs	β	B	P	CR for differences
PE				
High trust	0.030	0.036	0.773	0.289
Low trust	0.531	1.197	0.002*	3.024
SI				
High trust	0.033	0.031	0.650	0.454
Low trust	-0.187	-0.259	0.138	-1.630
EE				
High trust	0.048	0.051	0.589	0.541
Low trust	-0.158	-0.206	0.103	-1.630
H				
High trust	0.678	0.533	***	5.999
Low trust	0.076	0.082	0.500	3.780
HM				
High trust	0.149	0.195	0.113	1.585
Low trust	0.537	0.914	***	3.780

Note. PE = performance expectancy; EE = effort expectancy; SI = social influence, HM=hedonic motivation; H=habit; PI=purchase intention *p < 0.05. **p < 0.01. ***p < 0.001.

DISCUSSION

The findings of the study showed that hedonic motivation, habit and performance expectancy are the most important determinants of online intention to purchase through SNSs. Therefore, online buying intention relies on the habit of the individual who is utilizing SNSs for purchasing purposes. Hedonic motivation and high performance expectancy levels are required by the consumer in order to complete the online transaction through SNSs. However, no significant effects of effort expectancy and social influence on e-buying intention were found. Performance expectancy positively affected buying intention. Customers with a high level of performance expectancy showed a high intention to utilize SNSs for purchasing. These results are in agreement with the findings of the researches conducted by [20, 26, 35], where performance expectancy was found to significantly affect the intention to utilize technology.

Based on the findings of the study, consumers who expect to obtain benefit from utilizing media as a tool for e-commerce are more likely to have the intention to use e-commerce which offers them benefits in the buying process. The findings show that effort expectancy does not affect online buying intention. Although this relationship was supported in the UTAUT2 model, it was not supported in the present study. Less reliance upon ease of use for developing intention towards using SNSs in order to purchase products was expected considering that the respondents of the study included undergraduate and graduate students – a group that generally has a high intellectual capacity. Utilizing a concept of threshold variable, the insignificant causal relationship can be explained [56]. Perceived ease of use may not be as much as necessary for developing both a favorable attitude and online purchase intention because consumers are technologically savvy. This is inconsistent with the findings of the former studies [18] and in opposition with the findings of some other studies [26, 35].

Moreover, based on the findings of the study, social influence does not have any significanteffect on purchase intention. This finding is consistent with the result of other studies [20, 18] and in opposition with the findings of [26] and [35]. The present finding can be justified from different point of views. The normative forces related to social setting (either negatively or positively) in adopting new technologies in buying behavior may be decreased through generalization of internet utilization as a source of data about services and product. Moreover, the advanced accommodative nature of e-buying can result in utilization factors including performance expectancy to outweigh social influences on the development of e-buying intention. The findings of this study consider hedonic motivation to be the key predictor

of online buying intention. The findings show that online shopping is affected more by intrinsic or hedonic factors rather than extrinsic or utilitarian motivation [26, 35].

Since the nature of e-consumption of SNSs are hedonic and voluntary [57] and considering the significant effect of perceived enjoyment (hedonic motivation) on online buying intention, consumers are likely to be more entertainment-oriented when searching and buying products through internet. However, performance expectancy (i.e. perceived usefulness) shows that utilitarian elements have an effect on online buying intention. This signifies that hedonistic as well as utilitarian factors are beneficial to individuals' perception that they will enjoy it and have a positive effect on online buying intention. Moreover, the findings show that habit is the second strongest predictor of online buying intention within the SNS context. This is inconsistent with the findings of former studies [26, 18, 35]. One possible justification for their findings is that the intention to utilize a particular type of technology could turn to be less important as the habit becomes stronger. The greater the individual's habit, the greater the likelihood for them to have an intention to purchase and there is a greater possibility of actual use of SNSs for purchasing. Due to this reason, according to Benbasat and Barki, it is suggested that habit should be included to the literature. This would cause more people to develop a stronger intention towards online buying. Therefore, it affects online buying behavior [58].

UTAUT2 was extended in this study in order to give an explanation on the online buying intention in the direct purchase context using SNS e-commerce websites and its was found to predict the online buying intention successfully. Compared to the UTAUT2 in the study of [26] which explained 74% of the variance, these variance values are significant. The findings of this study showed that habit, hedonic motivation and performance expectancy affect the consumer intention to apply SNS e-commerce websites. However, in opposition to the hypotheses of the study, social influence and effort expectancy were found to have no any significanteffect on online buying intention. In many studies on e-commerce, trust has been examined as a significant factor that affects buying intention directly using the TAM and UTAUT models. Therefore, differences in trust may lead to differences in buying decisions. As such, the moderating role of trust is needed to be examined especially in the social media marketing setting. In order to address this gap in the literature, this study concentrated on trust in social networking websites among consumers and technology inherent in the websites.

In the present study, the significant moderating effect of trust to SNSs on the overall model was supported by the results of data analysis. The online buying patterns of consumers with a high level of trust were different from those with a low level of trust. These findings demonstrated that the effect of performance expectancy, habit and hedonic motivation on buying intention is moderated by trust. The existing literature will be extended by these findings through showing that habit will have a stronger effect on the buying intention of consumers with a higher level of trust, being in agreement with the findings of [42]. In the low trust subgroup, performance expectancy had a stronger impact on buying intention. The findings of this study showed that trust to SNSs have a moderating effect on the relationship between purchase intention using SNSs and performance. Based on the analysis results, buying intention was significantly different among high and low trust groups. Performance's positive coefficient to buying intention was shown to be higher for customers with a low level of trust than those with a high level of trust. These findings are in agreement with the findings of [44], which proposed that trust propensity moderates the relationship between intention and perceived benefit.

These findings are also in agreement with the results of study conducted by [59], which showed the moderating effect of trust on the relationship between perceived individual performance of the web and usability. However, it contradicts the results of study conducted by [59], which showed that a higher level of consumer trust to the web will lead to a higher possibility of perceiving the usability of the web, thus affecting perceived individual performance. Trust had a strong impact on the relationship between hedonic motivation and purchase intention in the low-trust subgroup. This is supported by [42] Moreover, the perceived entertainment of the web can be regarded as the key element in customer relationship management. It is also the most important factor that increases stickiness towards a website. Based on a long-term point of view, online shopping sites allow transaction with customers using entertainment elements of social networking sites. However, trust to SNSs had neither a moderating effect on the relationship between effort expectancy and purchase intention, nor on the relationship between social influence and purchase intention.

CONCLUSION

The findings of the study have many implications. First of all, the theoretical implication of this study leads to the advancement in the understanding of the factors that affect the purchase behavior of consumers in the social media setting. The empirical evidence of this study shows that hedonic motivation, habit and performance expectancy are the main predictors of online buying intention in the context of social media. However, against the hypotheses of this study, social influence and effort expectancy did not have any effect on online buying intention using SNSs. This study contributes to the existing body of literature though showing the non-significant effect of social influence and effort expectancy on consumer buying intention in the social media setting. Secondly, this study examined an extended UTAUT2 model empirically in order to understand the buying intention of the consumers using SNSs. In the extended UTAUT2 model of this study, trust was incorporated in order to understand online buying behavior. The findings showed that the chosen UTAUT2 constructs in the context of social media technology will predict the online buying intention successfully. This was discussed in detail in previous sections.

The findings of this study may be inapplicable in other geographic areas as well as across other cultures because the study was performed in Malaysia. This is due to the fact that the homogeneity of the target respondents mostly included university students which are not appropriate in order to give a complete picture and cannot be generalized to the overall Malaysian population. Future research should focus on extending the age groups together with performing a cross-country or cross-cultural study on the adoption of online shopping. This study was performed utilizing a quantitative approach. A qualitative approach can be used in future studies in order to explore the same scope. Such an approach would enable future researchers to gain extra insight on buying behavior using SNSs and reconfirm the findings of this study at the same time.

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