

**DETERMINANTS OF CONSUMERS' BEHAVIOR  
CHANGE IN SOCIAL COMMERCE  
VIA FACEBOOK**

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**Thesis Submitted in Fulfillment of the Requirement for the  
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*Sincerely dedicated to the four pillars of my life;  
Allah, my husband, my child, and my parents, who have contributed to my journey  
up the ladder of knowledge.*

*Without You Allah, I might not know where the road of life will take me, but walking  
with You through this struggle has given me tremendous strength.*

*To a loved one Mohd Khairi Adam, who is always be by my side to give me  
encouragement, endless support and valuable assistance towards the completion of  
this study. Without your love and understanding I would not be able to make it.*

*To my child Balqis and Aisyah, who are always give me inspiration and strength to  
complete my study. Hopefully this achievement will inspire and encourage you to  
succeed in the world and hereafter, InsyaAllah.*

*To my parents, who have sacrificed so much and taught me the meaning of life with  
great endurance. Only Allah can reward you the best.*

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Consumers are moving towards Internet-based technologies as a medium of communication and a new channel for shopping. Recent developments show that the function of social media like Facebook is not just a medium for social interaction, but have expanded into a channel for online shopping. This study investigates the determinants of consumers' behavior change toward Facebook as a social shopping channel. Utilizing the extension of the Technology Acceptance Model (TAM) as a framework, perceived trust, perceived usefulness, perceived ease of use, perceived enjoyment, perceived risk and attitude towards use were studied to identify the most effective determinants of consumer behavior change. Survey data were collected from Facebook users in Malaysia with experience shopping online via Facebook. The research data were collected by means of an online survey using a structured questionnaire administered via SurveyMonkey. Out of the 566 responses collected, 520 questionnaires were considered useful for statistical analysis. Statistical tests

were calculated with SPSS 20.0 using statistical procedures including descriptive analysis, normality distribution, reliability analysis, Pearson correlation, and multiple regression analysis.

Through the Pearson correlation test, perceived enjoyment contributed the highest percentage variable affecting consumers' behavior change to shop on Facebook. The relationships between variables were further tested using multiple regression analysis. The findings indicate that attitude towards using Facebook for online shopping was influenced by perceived risk factor. Perceived usefulness and perceived enjoyment in using Facebook for online shopping were influenced by perceived ease of use. Meanwhile, behavioral intention to use Facebook for online shopping was influenced by attitude towards use. Two additional variables to the extension Technology Acceptance Model (TAM) namely perceived trust and perceived risk also proved to have a significant effect in this study and hence contributed to the existing model of technology acceptance. Given that there is still a lack of studies on purchase intentions through social media, this study will contribute to online business development in Malaysia especially concerning desirable marketing opportunities for business via Facebook.

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sebagai memenuhi keperluan untuk Ijazah Sarjana Sains

**PENENTU PERUBAHAN TINGKAH LAKU PENGGUNA DALAM  
PERDAGANGAN SOSIAL MELALUI FACEBOOK**

**NURUL AFZAN TENGAH @ ABD RASHID**

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**Pusat Pengajian : Pusat Pengajian Perniagaan dan Pengurusan Maritim**

Pengguna kini beralih ke arah teknologi berasaskan Internet sebagai medium komunikasi dan saluran baharu untuk membeli-belah. Perkembangan terkini menunjukkan bahawa fungsi media sosial seperti Facebook bukan sahaja sebagai satu medium untuk interaksi sosial, tetapi juga telah berkembang menjadi satu saluran untuk membeli-belah dalam talian. Kajian ini mengkaji penentu perubahan tingkah laku pengguna terhadap Facebook sebagai saluran membeli-belah sosial. Dengan menggunakan Model Lanjutan Penerimaan Teknologi (TAM) sebagai rangka kerja, tanggapan kepercayaan, tanggapan kebergunaan, tanggapan mudah guna, tanggapan keseronokan, tanggapan risiko, dan sikap terhadap penggunaan dikaji untuk mengenalpasti penentu-penentu perubahan kelakuan pengguna yang paling efektif. Data tinjauan telah dikumpul daripada kalangan pengguna Facebook di Malaysia yang berpengalaman membeli-belah dalam talian melalui Facebook. Data kajian dikumpulkan melalui kaji selidik dalam talian menggunakan soal selidik

berstruktur yang ditadbir menerusi *SurveyMonkey*. Daripada 566 respons yang dikumpulkan, 520 soal selidik dianggap berguna untuk analisis statistik. Data dianalisis dengan SPSS 20.0 menggunakan prosedur statistik termasuk analisis deskriptif, taburan kenormalan, analisis kebolehpercayaan, korelasi Pearson dan analisis regresi berganda.

Melalui ujian korelasi Pearson, tanggapan keseronokan menyumbang peratusan pemboleh ubah tertinggi yang mempengaruhi perubahan tingkah laku pengguna untuk membeli-belah di Facebook. Hubungan antara pemboleh ubah seterusnya diuji menggunakan analisis regresi berganda. Dapatan kajian menunjukkan bahawa sikap terhadap penggunaan Facebook untuk membeli-belah dalam talian dipengaruhi oleh faktor tanggapan risiko. Tanggapan kebergunaan dan tanggapan keseronokan dalam menggunakan Facebook untuk membeli-belah dalam talian dipengaruhi oleh tanggapan mudah guna. Manakala niat tingkah laku untuk menggunakan Facebook bagi membeli-belah dalam talian dipengaruhi oleh sikap terhadap penggunaan. Dua pemboleh ubah tambahan kepada Model Lanjutan Penerimaan Teknologi (TAM) iaitu tanggapan kepercayaan dan tanggapan risiko juga terbukti mempunyai kesan yang signifikan dalam kajian ini dan oleh itu, menyumbang kepada model penerimaan teknologi yang sedia ada. Memandangkan kurangnya kajian ke atas niat pembelian melalui media sosial, kajian ini menyumbang kepada pembangunan perniagaan dalam talian di Malaysia terutamanya mengenai peluang-peluang pemasaran yang diinginkan bagi perniagaan melalui Facebook.