Validating The Measuring Instrument For The Determinants Of Social Commerce Shopping Intention Among Teenagers

[1]Siti Rohana Mohamad, [1]Siti Afiqah Zainuddin, [2]Nik Alif Amri Nik Hashim,[1]Tahirah Abdullah, [1]Nur Izzati Mohamad Anuar, [1]Siti Nurul Shuhada Deraman, [1]Nur Farahiah Azmi, [2]Nor Amira Mohd Razali&[1]Eni Noreni Mohamad Zain

[1]*Faculty of Business and Entrepreneurship, Universiti Malaysia Kelantan*
[2]*Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan*

Corresponding email: rohana@umk.edu.my and nikalifamri@gmail.com

ABSTRACT
In the era of Industry Revolution 4.0 (IR4.0), most businesses have transformed from conventional selling and purchasing activities into online form. This new strategy is in line with the evolution in technology used by other businesses and new customers' preferences that opt for easier way to shop online. For more efficient way of selling products and services, online business must get closer to the customer. This is where the term 'social commerce' or 's-commerce' comes into the picture of online business strategy. This study conducted among the teenagers which the highest group that used social media platform for shopping. A set of 150 questionnaires surveys were distributed among them to validate the measurement instrument for this study. The study adopts Technology Acceptance Model (TAM)to identify the determinants and intention of purchase using social media platform. This study aims to validate the instruments to be used for conducting further research on the subject matter. Reliability and demographic analyses are conducted to ensure the instruments are relevant and suitable for the fieldwork.

Keywords:Social Commerce, Online Shopping, Technology, Intention, Teenagers.

INTRODUCTION

This study focuses on social commerce context by exploring the factors that influence consumers specifically teenagers to do online shopping using the various platforms of social media. The previous studies found many factors that create intention to purchase online such as product reviews by other buyers, catching and creative advertisement, and payment safety (Usman & Kumar, 2020; Omar et al, 2020; Lim et al., 2016;Dachyar, & Banjarnahor,2017;Liaukonyte et al., 2015; Thamizhvanan & Xavier, 2013). While Rahman and Yu (2019) suggest the teenagers are the most age group that use online social platform to do shopping. However, there is limited study that focus on the question of 'why customer choose technology-based platform to do shopping instead of conventional physical shopping' which becomes the focus of this study. By definition, there is no universal interpretation on social commerce or also known as s-commerce. The term is generally used to express the idea of online shopping activities conducted on social media platform. The social media platforms are varieties which the well-known utilised nowadays are Facebook, Instagram, WeChat, WhatsApp and Telegram (Bruns, 2019; Manca, 2019; Aziz et al, 2019; Nik Hashim et al., 2019). In parallel with fourth industrial revolution, the use of social media spread even wider around the world. The use of social media no longer limited to ease the communication among people or closing the gap between distances. For businesses, it becomes the most effective ways to strategies their businesses and to market their products and services.

Technology Acceptance Model (TAM) is adopted to draw the idea of the study on s-commerce. The model suggests factors such as perceived usefulness, perceived ease of use, and perceived enjoyment to use are the reasons for people to use technology in their daily activities. In the context of the study, the model suggests these three factors influence teenagers to opt for online shopping on social media.Despite the variables suggested by the model could increase sales and profit of the online retailers, there are some negative sentiments among online buyers on s-commerce such as information security and the unknown impact on social relations. Although the technology of social media increased online shopping, a large percentage of internet users believe that online shopping carries risk and uncertainty. The risks are greater in an online shopping environment compared to a physical shopping environment, as when shopping online, clients are unable to control the payment information that goes on online database and unable to examine the products in person (Ghoreishiiet al., 2020; Hashim, Ramlee, Yusoff, Nawi, Awang, Zainuddin, Abdullah, Ahmad, Rahim, & Fatt, 2019; Hashim, Safri, Yusoff, Omar, Velayuthan, Hashim, Aziz, Awang, Ahmad, & Fatt, 2019). There is a lack of tangible evidence in relation to product quality because online buyers are convinced to shop online based on the words and pictures about the product posted by the sellers and other online shoppers. For that reason, this study seeks to analyse the validity and reliability of the planned measurement scale, and the ways in which it can influence consumers specifically teenagers to do online shopping using the various platforms of social media by leading a pilot study. The main objective here is reliability and validity, which is to ensure that no problems occur which will fail the major research projects.
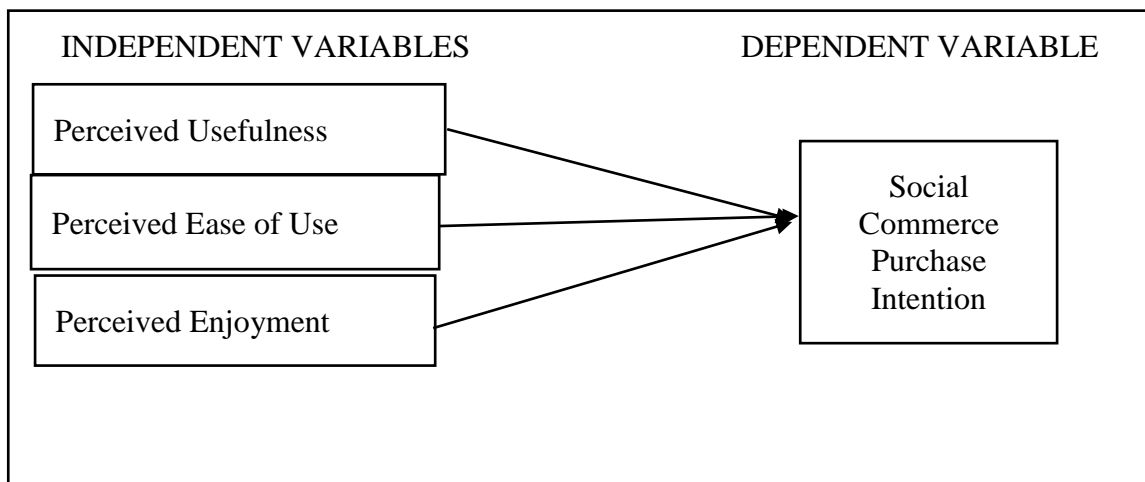
CONCEPTUAL FRAMEWORK

Figure 1: Conceptual Framework

Figure 1 showsconceptual model of the study drew by using Technology Acceptance Model (TAM) of Davis(1989). It is shows that there are three independent variables which are perceived usefulness, perceived ease of use and perceived enjoyment andsocial commerce purchase intention as dependent variable. The figure illustrates the connection between both independent and dependent variables which means s-commerce purchase intention is possibly influence by perceived usefulness, perceived ease of use and perceived enjoyment.

METHODOLOGY

The study adopts positivist paradigm which using questionnaires survey as the method to collect the data. 150 questionnaires surveys were distributed among teenagers to obtain the data during the pilot study. However, to fulfil the objective of this study, the instrument wasfirst validated using reliability and normality analysis (Sekaran & Bougie, 2017). Cronbach alphawere referred to determine whether the instrument is reliable and normal to be distribute among the potential respondents (see table 2). As for the instrumentation of this study, a questionnaire consisting of six components to be answered by the respondent has been made. Component A of the questionnaire regarding the perceived ease of use. In component B, the question relates to perceived usefulness. Component C was seeking concerning

on the perceived enjoyment. Next component D link to the questions on purchase intention. Last but not least, the questions in component E cover demographic subjects. For the purpose of this study, instruments were adapted and adopted from previous research as stated in table 1. A five-point Likert scale was used for this item, ranging from (1 = strongly disagree to 5 = strongly agree). The data in this study were analysed using IBM SPSS software version 25 by examining Cronbach alpha values. IBM SPSS is the appropriate software to use in this study because it is flexible to conduct and resolve uncomplicated and straightforward problems. For that reason, the researchers can efficiently to run the reliability analysis in this study using this software.

Table 1: Instrumentation for the study

Section	Variables	No of Items	Sources
A	Perceived Ease of Use	5	Davis(1989) Bakar et al (2019)
B	Perceived Usefulness	6	Davis(1989) Liebana-cabanillas &Alonso-dos-santos (2017)
C	Perceived Enjoyment	5	Shin (2013) Poyry et al. (2013) Sharma & Crossler (2014)
D	Purchase Intention	5	Sharipour, Walters & Ritchie (2014) Nik Hashim et al. (2019) Hashim et al. (2020)
E	Demographic	4	-

FINDINGS

Reliability Analysis

Reliability analysis is used to investigate the internal consistency of the instruments. The result of this analysis can be interpreted using Cronbach's Alpha. Cronbach's Alpha is the reliability coefficient average value that obtained from standardized items in particular research. The normal range for Cronbach's Alpha was reliability between 0 and 1. Nunnaly (1978) and Pallant (2005) specifies that acceptability of Cronbach's Alpha value is above 0.70. The closest value of Cronbach's Alpha to 1, the greater of the scale would be and vice versa. Table 2 shows reliability analysis for all the variables including dependent variable. Online purchase intention obtained Cronbach's Alpha 0.804 and was measured using 5 items. Meanwhile, each independent variable is also measured using 5 items that obtained Cronbach's Alpha of more than 0.7 respectively: perceived ease of use 0.754; perceived of enjoyment 0.850. Only perceived usefulness is measured by 6 items and obtained 0.745. The results show that all items in the scale are reliable to proceed with fieldwork data collection.

Table 2: Reliability Test

No	Construct	Cronbach's Alpha
1	Purchase Intention	0.804
2	Perceived Ease of Use	0.754
3	Perceived Usefulness	0.745
4	Perceived Enjoyment	0.850

Source: Data developed for research

CONCLUSION

The aim of this pilot study is to determine the reliability and validity of the measuring instruments which are specifically designed to examine the factors that influence consumers specifically teenagers to do online shopping using the various platforms of social media. Furthermore, the face validity and content of the questionnaire were pre-tested by an assessment conducted by professional opinions. The result from the reliability test indicated that each of the items is reliable, with the score of Cronbach's Alpha greater than 0.7. Hence, it is suggested that the current items were unnecessary to be drop off. This paper concluded that every instrument has resulted in its validation. It is expected that around 300 respondents will provide data for the actual test which allow the researchers to obtain more understanding into the study area.

ACKNOWLEDGEMENT

REFERENCES

a.

2. Aziz, R. C., Hashim, N. A. A. N., Omar, R. N. R., Yusoff, A. M., Muhammad, N. H., Simpong, D. B., Abdullah, T., Zainuddin, S. A., & Safri, F. H. M. (2019). Teaching and Learning in Higher Education: E-Learning as a Tool. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 9(1), 458-463.

3. Bakar, N. A., Hashim, N. A. A. N., Nawi, N. M. M., Rahim, M. A., Yusoff, A. M., Aziz, R. C., & Ahmad, G. (2020). Travel Mobile Applications: The Use of Unified Acceptance Technology Model. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 9(3), 3118-3121.

4. Bruns, A. (2019). After the "APIcalypse": social media platforms and their fight against critical scholarly research. *Information, Communication & Society*, 1–23.

5. Dachyar, M., & Banjarnahor, L. (2017). Factors influencing purchase intention towards consumer-to-consumer e-commerce. *Intangible Capital,* 13(5), 946-966.

6. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.

7. Davis, F.D (1986) .Technology acceptance model for empirically testing new end –user information systems: Theory and results, Phd. Dissertation, Massachusetts institute of technology.

8. Ghoreishii, B., Khaleghi Esfahani, M., Alizadeh Lushabi, N., Amini, O., Aghamolaie, I., Hashim, N. A. A. N., & Alizadeh, S. M. S. (2020). Assessment of Geotechnical Properties and Determination of Shear Strength Parameters. *Geotechnical and Geological Engineering*.

9. Hashim, N. A. A. N., Ramlee, S. I. F., Yusoff, A. M., , Nawi, N. M. N., Awang, Z., Zainuddin, S. A., Abdullah, T., Ahmad, G., Rahim, M. A., & Fatt, B. S. (2019). Internet Shopping: How the Consumer Purchase Behaviour is Impacted by Risk Perception. *TEST Engineering & Management*, 59(6S), 1014-1021.

10. Hashim, N.A.A.N., Awang, Z., Yusoff, A.M., Safri, F.H.M., Fatt, B.S., Velayuthan, S.K., Hashim, H.,& Novianti, S. (2020).Validating the Measuring Instrument for Determinants of Tourist's Preferences Toward Revisit Intention: A Study of Genting Highland. *Journal of Advanced Research in Dynamical and Control Systems*, 12(7), 2236-2240.

11. Hashim, N. A. A. N., Safri, F. H. M., Yusoff, A. M., Omar, R. N. R., Velayuthan, S. K., Hashim, H., Aziz, R. C., Awang, Z., Ahmad, G., & Fatt, B. S. (2019). Disintermediation Threat: How and What Strategies are Used by Traditional Travel Agency to Survive?. *TEST Engineering & Management*, 59(6S), 1022-1031.

12. Hew, J. J., Lee, V. H., Ooi, K. B., & Lin, B. (2016). Mobile social commerce: The booster for brand loyalty? Computers in Human Behavior, 59(1), 142-154.

13. Liaukonyte, J., Teixeira, T., & Wilbur, K.C. (2015). Television advertising and online shopping. Marketing Sci. 34(3), 311–330.

14. Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35, 401–410.

15. Liebana-cabanillas, F. and Alonso-dos-santos, M. (2017), "Factors that determine the adoption of Facebook commerce: the moderating effect of age", *Journal of Engineering and TechnologyManagement Factors*, 44, 1-18.

16. Manca, S. (2019). Snapping, pinning, liking or texting: Investigating social media in higher education beyond Facebook. *The Internet and Higher Education*.

17. Nik Hashim, N.A.A., Yusoff,A.M., Awang,Z., Aziz,R.C., Ramlee, S.I.F., Bakar,N. A., Noor, M.A.M. & Fatt, B.S. (2019). The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia. *International Journal of Innovative Technology and Exploring Engineering (IJITEE),*8(10),4591-4596.

18. Nik Hashim, N.A.A., Velayuthan, S. K., Yusoff,A.M., Awang, Z.,& Muhammad Safri,F.H. (2019). Validating the Measuring Instrument for Motivation Factors towards Visiting Spa and Wellness Tourism Destinations in Kuala Lumpur. *International Journal of Innovative Technology and Exploring Engineering (IJITEE),* 8(9S),1106-1108.

19. Nunnally, J.C. (1978).*Psychometric theory*.New York,NY: McGraw-Hill.

20. Omar, R.N.R., Hashim, N.A.A.N., Zain, E.N.M., Ramlee, S.I.F., Halim, A.F.A., Rohzi, A.F.M., Azlin, M.H.A.N., Mat, W.M.N.W. (2020). Factors that Influence Online Behaviour in Purchasing Hotel Room via Website among Tourists. *European Journal of Molecular & Clinical Medicine*. 7(7), 219-229.

21. Pallant, J. (2005). SPSS Survival manual. Allen & Unwin: Crows Nest, AustraliaPoyry, E., Parvinen, P. and Malmivaara, T. (2013), "Can we get from liking to buying? Behavioral differences in hedonic and utilitarian Facebook usage", *Electronic Commerce Research and Applications*,12, 224-235.

22. Rahman, O., & Yu, H. (2019). Key antecedents to the shopping behaviours and preferences of aging consumers. *Journal of Fashion Marketing and Management*: An International Journal, 23(2), 193–208.

23. Sekaran, U., Bougie, R. (2017). *Research Methods for Business: A Skill Building Approach.* United Kingdom: John Wiley & Sons, Ltd, Publication.

24. Sharma, S. & Crossler, R.E. (2014), "Disclosing too much? Situational factors affecting information disclosure in social commerce environment", *Electronic Commerce Research and Applications*,13(5), 305-319.

25. Sharifpour, M., Walters, G., & Ritchie, B. W. (2014). Risk Perception, Prior Knowledge, and Willingness to Travel Investigating the Australian Tourist Market's Risk Perceptions towards the Middle East. *Journal of Vacation Marketing,* 20(2), 111-123.

26. Shin, D. (2013), "User experience in social commerce: in friends we trust", *Behavior and Information Technology*, 32(1), 52-67.

27. Thamizhvanan, A., & Xavier, M. J. (2013). Determinants of customers' online purchase intention: an empirical study in India. *Journal of Indian Business Research*, 5(1), 17–32.

28. Usman, M. U., & Kumar, P. (2020). Factors Influencing Consumer Intention to Shop Online in Nigeria: A Conceptual Study. *Vision: The Journal of Business Perspective,* 1-8.