

THE INFLUENCING POWER OF SOCIAL  
PRESENCE AND SOCIAL SUPPORT TOWARDS  
TRUST ON SOCIAL COMMERCE DURING  
NATIONAL RECOVERY PLAN

LAI TZE WEE

BACHELOR OF INTERNATIONAL BUSINESS  
(HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND  
MANAGEMENT  
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2022

THE INFLUENCING POWER OF SOCIAL  
PRESENCE AND SOCIAL SUPPORT TOWARDS  
TRUST ON SOCIAL COMMERCE DURING  
NATIONAL RECOVERY PLAN

BY

LAI TZE WEE

A final year project submitted in partial fulfilment of  
the requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS  
(HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND  
MANAGEMENT  
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2022

Copyright @ 2022

ALL RIGHTS RESERVED. No part of this paper may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, graphic, electronic, mechanical, photocopying, recording, scanning, or otherwise, without the prior consent of the authors.

DECLARATION

I hereby declare that:

- (1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 10,625.

Name of student:

Student ID:

Signature:

Lai Tze Wee

18UKB02911



Date: 26 April 2022

## **ACKNOWLEDGEMENT**

I would like to express my sincere appreciation towards these individuals who have assisted me in completing this research project.

First of all, I would like to thank Universiti Tunku Abdul Rahman (UTAR) for providing this wonderful course. Throughout these two trimesters, I have gained a lot of knowledge and some new computer skills. I can feel much satisfaction, especially when I am in the final stage of my final year project (FYP) and putting a lot of effort and time to complete my research during these two trimesters.

Besides, I would like to express my gratitude to Ms Fitriya Binti Abdul Rahim, my FYP coordinator. She is responsible to update us on the latest information and announcement to make sure all of the FYP students can clearly understand and accomplish the right tasks on the right track.

I would like to express my deepest gratitude to Ms Loh Yin Xia, my FYP supervisor for her invaluable advice, continuous encouragement, and constructive criticism throughout my research. She has put a lot of effort and time to guide me while making sure that I can accomplish my research on time. When I have encountered problems in my research, she provides me advice and shares her expertise with me as well as helps me to solve all problems.

Moreover, I would like to thank Dr. Tun Yin Li, my second FYP examiner for rectifying my mistakes during the oral presentation. She is also helpful in providing me with some suggestions on those parts to enhance the clarity of my whole research.

Lastly, I am truly grateful to all respondents that are willing to spend time filling up my questionnaire and providing me invaluable feedback. I am feeling so grateful when I gained support from my family members in accomplishing my research from the beginning to the end.

**TABLE OF CONTENTS**

	Page
Copyright Page.....	ii
Declaration.....	iii
Acknowledgement .....	iv
List of Tables .....	v
List of Figures .....	vi
List of Charts.....	vii
List of Abbreviations .....	viii
List of Appendices .....	ix
Preface.....	x
Abstract.....	xi
 <b>CHAPTER 1 RESEARCH OVERVIEW</b>	
1.0 Introduction.....	1
1.1 Research Background .....	1
1.2 Problem Statement.....	5
1.3 Research Questions.....	7
1.4 Research Objectives.....	8
1.5 Research Scope .....	9
1.6 Significance of Study.....	10
1.7 Summary .....	10
 <b>CHAPTER 2 LITERATURE REVIEW</b>	
2.0 Introduction.....	11
2.1 Theories and Models.....	12
2.1.1 Social Presence Theory.....	12
2.1.2 Social Support Theory .....	14

---

2.2	Trust .....	16
	2.2.1 Trust associated with Social Presence and Social Support.....	16
2.3	E-commerce .....	18
	2.3.1 Social Commerce .....	18
2.4	Covid-19 Pandemic.....	20
	2.4.1 National Recovery Plan .....	20
2.5	Hypothesis Development .....	21
	2.5.1 Social Presence of Online Brand Community (SPW).....	22
	2.5.2 Social Presence of Others (SPO) .....	23
	2.5.3 Social Presence of Interaction (SPI) .....	24
	2.5.4 Informational Support (IS).....	25
	2.5.5 Emotional Support (ES).....	26
<b>CHAPTER 3</b>	<b>METHODOLOGY</b>	
3.0	Introduction.....	27
3.1	Research Design.....	27
3.2	Sampling Design.....	28
3.3	Data Collection Method.....	28
3.4	Research Instrument.....	29
	3.4.1 Questionnaire Design.....	29
	3.4.2 Pilot Study.....	30
3.5	Construct Measurement .....	31
	3.5.1 Original Source of Construct Measurement	31
	3.5.2 Scale of Measurement.....	31

---

3.6	Data Processing.....	32
	3.6.1 Questionnaire Checking.....	32
	3.6.2 Data Coding .....	32
	3.6.3 Data Transcribing.....	32
3.7	Data Analysis.....	33
	3.7.1 Descriptive Analysis .....	33
	3.7.2 Scale Measurement (Reliability Analysis)	33
	3.7.3 Inferential Analysis.....	34
	3.7.3.1 Pearson Correlation Coefficient Analysis	34
	3.7.3.2 Multiple Regression Analysis.....	34
3.8	Conclusion .....	34
<b>CHAPTER 4</b>	<b>DATA ANALYSIS</b>	
4.0	Introduction.....	35
4.1	Descriptive Analysis .....	35
	4.1.1 Demographic Profile and General Information of the Respondents.....	35
	4.1.1.1 Age .....	35
	4.1.1.2 Gender.....	37
	4.1.1.3 Occupation.....	38
	4.1.1.4 Average Monthly Income .....	39
	4.1.1.5 Number of Years Using Facebook.....	40
	4.1.1.6 Average Number of Visits Per Month on Facebook.....	41
	4.1.1.7 Frequency Purchased on Facebook.....	42
	4.1.2 Central Tendencies Measurement of Constructs .....	43

---



4.2	Scale Measurement .....	44
	4.2.1 Reliability Test for Actual Result .....	44
4.3	Inferential Analysis.....	45
	4.3.1 Pearson Correlation Analysis.....	45
	4.3.2 Multiple Linear Regressions .....	47
	4.3.3 Hypothesis Testing.....	49
4.4	Conclusion .....	50
<b>CHAPTER 5</b>	<b>DISCUSSION, CONCLUSION AND IMPLICATIONS</b>	
5.0	Introduction.....	51
5.1	Summary of Statistical Analysis.....	51
5.2	Discussion on Major Findings .....	53
	5.2.1 Social Presence of Online Brand Community (SPW).....	53
	5.2.2 Social Presence of Others (SPO) .....	54
	5.2.3 Social Presence of Interaction (SPI) .....	55
	5.2.4 Informational Support (IS).....	56
	5.2.5 Emotional Support (ES).....	57
5.3	Implications of the Study .....	58
	5.3.1 Theoretical Implication.....	58
	5.3.2 Managerial Implication.....	58
5.4	Limitations of the Study.....	59
5.5	Recommendations for Future Research.....	60
5.6	Conclusion .....	61
	References.....	62
	Appendix.....	70

---

LIST OF TABLES

	Page
Table 3.1: Pilot Study Reliability Test	30
Table 3.2: Rules of Thumb of Cronbach's Alpha Coefficient Size	33
Table 4.1: Age	36
Table 4.2: Gender	37
Table 4.3: Occupation	38
Table 4.4: Average Monthly Income	39
Table 4.5: Number of Years Using Facebook	40
Table 4.6: Average Number of Visits Per Month on Facebook	41
Table 4.7: Frequency Purchased on Facebook	42
Table 4.8: Descriptive Statistic on Variables	43
Table 4.9 Summary of Reliability Test	44
Table 4.10: Person Correlation Test	45
Table 4.11: Model Summary	47
Table 4.12: ANOVA	47
Table 4.13: Coefficients	48
Table 4.14 Summary of Hypothesis Testing	49

**LIST OF FIGURES**

	Page
Figure 1.1: Percentage of Social Media Users in Malaysia by Social Media Platform	2
Figure 1.2: Percentage of Social Media Users' Daily Time Spent in Malaysia and SEA	3
Figure 1.3: Percentage of Social Media Users Who Buy Products Online After Seeing Them on Social Media in Malaysia and SEA	3
Figure 1.4: Scope of Research	9
Figure 2.1: Elements considered in this Study	11
Figure 2.2: Research Framework	21

**LIST OF CHARTS**

	Page
Chart 4.1: Age	35
Chart 4.2: Gender	37
Chart 4.3: Occupation	38
Chart 4.4: Average Monthly Income	39
Chart 4.5: Number of Years Using Facebook	40
Chart 4.6: Average Number of Visits Per Month on Facebook	41
Chart 4.7: Frequency Purchased on Facebook	42

**LIST OF ABBREVIATIONS**

TSC	Trust in Social Commerce
SPW	Social Presence of Online Brand Community
SPO	Social Presence of Others
SPI	Social Presence of Interaction
IS	Informational Support
ES	Emotional Support
SPT	Social Presence Theory
SST	Social Support Theory
SP	Social Presence
SS	Social Support
NRP	National Recovery Plan
DV	Dependent Variables
IV	Independent Variables
S-commerce	Social Commerce
SPSS	Statistical Package for the Social Sciences

LIST OF APPENDICES

	Page
Appendix A: Questionnaire	70
Appendix B: Origin of Construct Measurement	79
Appendix C: SPSS Outputs	82

## PREFACE

Due to increasing number of purchases in the online industry has created trust as a critical path in an online environment. In fact, it is more critical when trust has been identified as crucial in online commerce. Consumers are reluctant to have a purchase intention when they distrust towards the website. Consumers nowadays, who represent the future buyers, seem to have reasons how they can trust in online commerce and ultimately lead them to have purchase intention. As rules and customs are not sufficient, people rely on trust and familiarity as primary mechanisms to reduce social uncertainty. The relative paucity of regulations and customs on the internet makes consumer familiarity and trust especially important in the case of social commerce. Indeed, trust is among the most enduring characteristics of human interaction, especially when the expected outcomes of the interaction with others are not fully governed by rules and guarantees. Nevertheless, lacking the presence and support of human and social elements is also claimed one major weakness that is hindering the growth of social commerce. The emergence of social commerce might help ameliorate this situation. Therefore, it brings interest to investigate the factors in social presence and social support that will influence consumers' trust in social commerce.

**ABSTRACT**

Social commerce is a new advancement of e-commerce that merges the commercial and social activities by deploying social technologies into e-commerce sites. Social commerce reintroduces e-commerce from the perspective of social media networks. The findings demonstrate the validity of three dimensions of social presence: social presence of online brand community, social presence of others, and social presence of interaction; and two dimensions of social support: informational support and emotional support. This study consisted of one hundred and eighty respondents from Malaysia Facebook shoppers aged 18 and above have participated in this quantitative study using convenience sampling. A questionnaire that contained twenty items was used as a tool for data collection using the survey method. Our findings indicate that all factors in social presence and social support had a significant relationship with trust in social commerce, except for emotional support. Theoretically, these findings contribute to a better understanding of the effect of social presence and social support on consumers' trusting beliefs in social commerce. Finally, theoretical and managerial implications for nurturing thriving businesses in social commerce environment along with limitations and directions for future research have also been provided. This research introduces a new perspective of e-commerce and calls more attention to this new phenomenon of social commerce.



## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

The purpose is to investigate the influencing power of social presence and social support toward trust on social commerce during national recovery plan. This chapter outlines the research background, problem statement, research questions, research objectives, research scope, and significance of study.

### **1.1 Research Background**

With the development of the technology of Web 2.0, the popularity of using social media is growing in popularity rapidly (Swani et al., 2017). Any application and website that allows users to instantly generate and share information with the public is referred to as social media (Hudson, 2020). According to Statista data of January 2021, there are 4.66 billion individuals are active internet users, accounting for 29.5 percent of the worldwide population (Johnson, 2021). The availability of internet to use social media has become an essential part of many people's lives all across the world.

In this era of the digital world, setting up a business by opening a physical store and waiting for consumers to arrive is no longer a sufficient approach. Instead, businessmen are currently proactive in engaging with customers, building connections, and creating communities online. The social feature involved in social commerce sets it apart from traditional e-commerce sites. In 2021, there were 4.2 billion active social media users globally (Johnson, 2021). It is expected that the number of social media users would increase over a period of time. Anyone with an internet connection may create a social media account. People may use that account to share any content they like, make conversation, create web content and whatever they published is visible to anyone who views their page or profile ("Introduction to Social Media," n.d.; Hudson, 2020). Subsequently, the usage of social media has expanded throughout time, and numerous social media-based enterprises have

formed, giving rise to social commerce (Godefroy & Li, 2021). Hence, social media platforms have played a significant part in content marketing by allowing people to share information and their views or opinions.

Malaysia has roughly 25 million Facebook users and 11 million Instagram users (Wong, 2020). Social commerce has been shown to increase social media traffic and, in turn, influence content ranks in search engine results (Wong, 2020). As of January 2021, Malaysia's social media users have boosted to 86%, which has increased by 24% from the year 2016 ("Social Media Penetration in Malaysia [Research]", 2021). Social media platforms are bound to expand e-commerce chances and assist firms in their particular industries for growth in Malaysia. In figure 1.1 illustrates the percentage of social media users in Malaysia by the social media platform. The data indicates that most of the Malaysian active on Facebook, YouTube, and Instagram which users percentage higher than 60% (Müller, 2021b). In figure 1.2 illustrates the percentage of social media users in Malaysia and SEA by time spent daily (Rajeck, 2020). The data indicates that about 20% of Malaysians will spend at least 30 minutes to 1 hour every day on social media platforms whereas more than 40% of Malaysian would spend more than 3 hours on social media platforms.

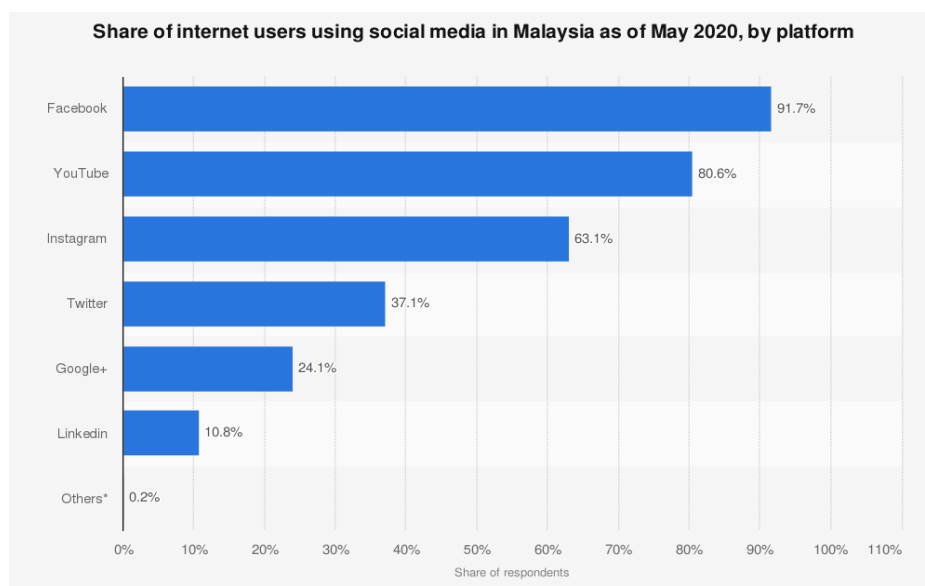


Figure 1.1: Percentage of Social Media Users in Malaysia by Social Media Platform

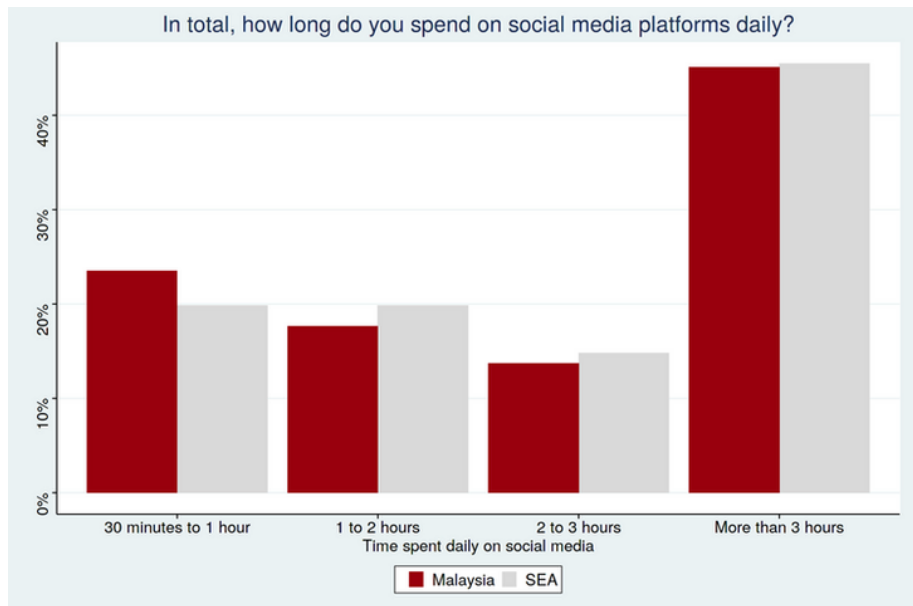


Figure 1.2: Percentage of Social Media Users' Daily Time Spent in Malaysia and SEA

The result from the survey also indicated that social media influences purchasing decisions. Figure 1.3 illustrates the percentage of social media users who buy products online after seeing them on social media (Rajeck, 2020). Most of Malaysians strongly agree with the statement below.

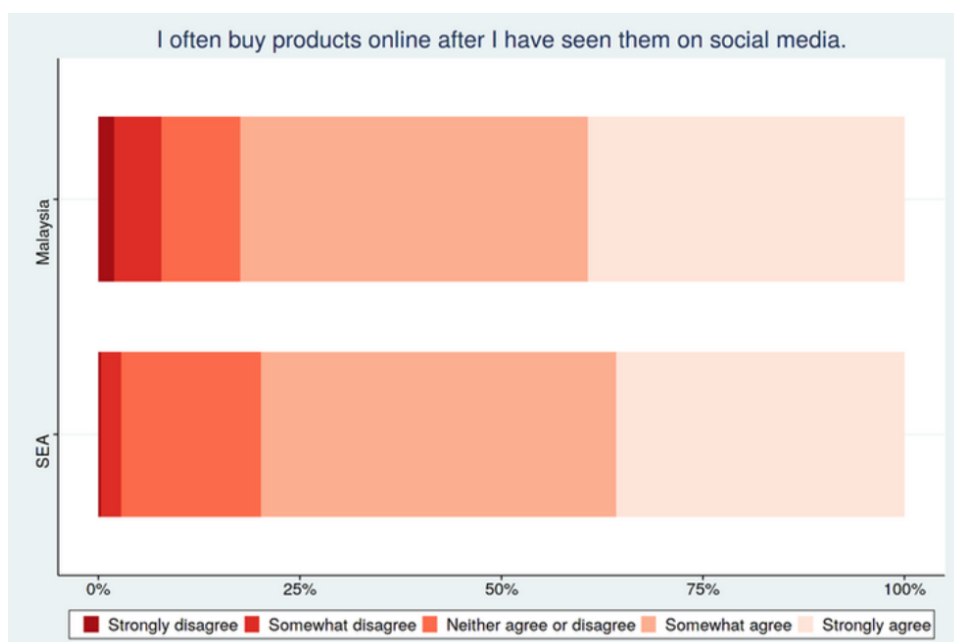


Figure 1.3: Percentage of Social Media Users Who Buy Products Online After Seeing Them on Social Media in Malaysia and SEA

According to Grand View Research (2022) reported that the global social commerce market size was valued at \$475 billion in 2020 and is estimated to increase 28.4% of compound annual growth rate (CAGR) from 2021 to 2028. The revenue of social commerce in Southeast Asia is estimated at 44% of the \$109 billion in the 2021 e-commerce market (Sharma, 2021). According to Malaysia MD of AdParlor Asia, Dheeraj Raina claimed that Malaysia represents the fourth largest market in the world for social commerce adopters, with social media users who are highly likely to convert into paying customers (“Malaysia 4<sup>th</sup> largest world market for social commerce adopters,” 2017). Malaysia is also one of Asia Pacific's most digitally connected economies country, the number of internet users has reached 28.4 million in 2020 with a coverage population of about 89.6 percent (Müller, 2021a; The World Bank, 2021). The market's largest market share in the apparel segment with 23% of overall social commerce revenue in 2021 (Grand View Research, 2022). Apparel is one of the most famous selling goods on social media especially during the national recovery plan, as customers spent more time online and exploring new social commerce shopping approaches.

## **1.2 Problem Statement**

The number of studies on social commerce has lately expanded. According to the literature assessment, trust plays a critical role in encouraging online transactions (Yan et al., 2015; Lăzăroiu et al., 2020). However, a modest effort is done regarding the users' perceptions in a social commerce setting and the influence on trust (Leong et al., 2020; Yang, 2021). Although user-generated information on social commerce might be faked by someone with a vested interest, many people believe it is trustworthy since it is based on actual, independent experiences (Xiang et al., 2022). As a result, social commerce has become a new kind of word-of-mouth for goods and services or providers, and it has proven to be crucial to customer decision-making and formation of trust in social commerce (s-commerce) contexts.

Despite the popularity of s-commerce, commercial usage of social media is still in its infancy (Diego & London, 2022). Customers' suspicions about the honesty of vendors and the perceived danger of online purchasing have increased due to a lack of face-to-face contact (Rao et al., 2021). The fast expansion of social media has made it difficult to keep up with the latest trends and comprehend how to use various social media platforms for commercial purposes. For example, there is a scarcity of data on how consumers' trust is being influenced in social commerce. As a result, it is critical to comprehend social commerce buyers' opinions, trust, and outcomes while taking into account the uniqueness of the social media platform.

In the existing research, although, trust contributes a vital role in enhancing online purchase intentions (Irshad et al., 2020). Social commerce entails the use of social media to enable social communications among customers in order to encourage their purchase of goods and services. There are some previous studies have stressed the significance of social aspects in customers' social commerce decisions (Farivar et al., 2017; Manzoor et al., 2020). The social relationship is the key feature that distinguishes social commerce from other types of online economic operations (Grange et al., 2020). Social sharing and buying intentions can originate from either social or commercial motivations in social commerce (Yin et al., 2019). According to certain research, social presence and social support are major predictors of social

commerce intentions (Lu et al., 2016; Leong et al., 2020). This is crucial for a company to take seriously towards social presence and social support as it required efficient communication and engagement between two parties.

Based on the preceding, trust in social commerce is crucial. Consumer trust in social commerce has become an essential part of the online marketing strategy. Thus, this study was conducted to examine the influencing power of social presence and social support toward trust on social commerce during national recovery plan.

### **1.3 Research Questions**

This study would answer the main questions: how do consumers' trust on social commerce (Facebook) could be influenced by social presence and social support?

Succeeding questions answered by this research are:

- i. Does social presence of online brand community (SPW) influence consumers' trust on social commerce (Facebook) during national recovery plan?
- ii. Does social presence of others (SPO) influence consumers' trust on social commerce (Facebook) during national recovery plan?
- iii. Does social presence of interaction (SPI) influence consumers' trust on social commerce (Facebook) during national recovery plan?
- iv. Does informational support (IS) influence consumers' trust on social commerce (Facebook) during national recovery plan?
- v. Does emotional support (ES) influence consumers' trust on social commerce (Facebook) during national recovery plan?

## **1.4 Research Objectives**

This research aims to explore the influencing power of social presence and social support towards consumers' trust on social commerce (Facebook) during national recovery plan. Also, this research is eager to determine and identify whether social commerce contributes to trust through social presence of online brand community, social presence of others, social presence of interaction, informational support, and emotional support. This study embarked on the following objectives:

- i. To investigate the relationship between social presence of online brand community (SPW) and consumers' trust on social commerce (Facebook) during national recovery plan.
- ii. To investigate the relationship between social presence of others (SPO) and consumers' trust on social commerce (Facebook) during national recovery plan.
- iii. To investigate the relationship between social presence of interaction (SPI) and consumers' trust on social commerce (Facebook) during national recovery plan.
- iv. To investigate the relationship between informational support (IS) and consumers' trust on social commerce (Facebook) during national recovery plan.
- v. To investigate the relationship between emotional support (ES) and consumers' trust on social commerce (Facebook) during national recovery plan.



## **1.5 Research Scope**

This research examined the influencing power of social presence and social support towards trust on social commerce during national recovery plan. Hence, the research context encompasses, as shown in Figure 1.4, four main domains: social presence, social support, social commerce, and trust. This study had been conducted through an online questionnaire.

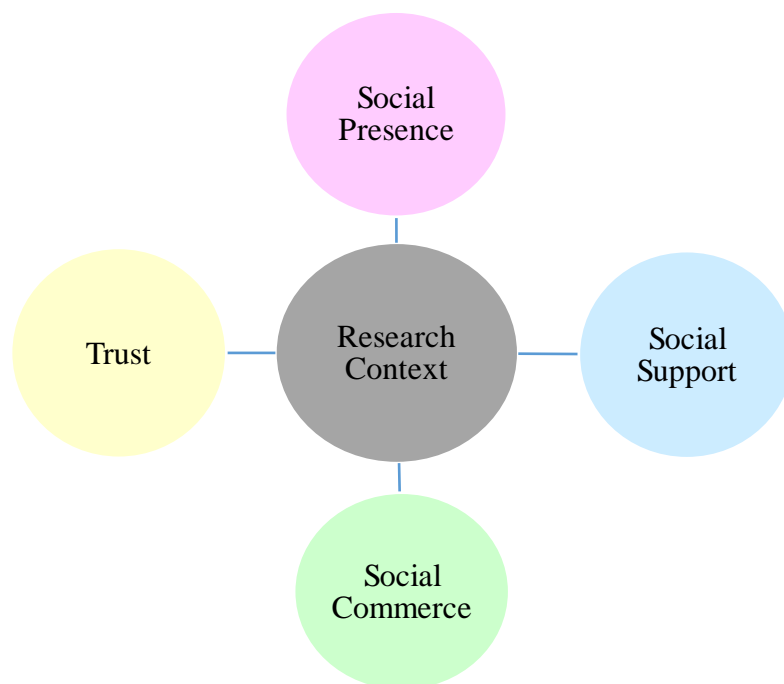


Figure 1.4: Scope of Research

For this research, the largest social media platforms in Malaysia; Facebook has been chosen as the case study, as the active users have ranked top among people in Malaysia. The sample of this study is the online shopper from Facebook.

## **1.6 Significance of Study**

As a whole, Malaysia's social commerce markets are fast rising and expanding. For the time being, the market continues to expand at a faster-than-expected rate. This research might contribute to a better understanding of Malaysians' online buying habits and the social aspect towards trust in the social commerce platform. This research is especially important for social commerce entrepreneurs in terms of saving time and resources. Furthermore, this study is crucial in terms of expanding social presence and social support theory in the context of social commerce consumer behaviour. The validation of the model offered improved insight into the trust of the social commerce marketplace in the conclusion of the study.

## **1.7 Summary**

In summary, this chapter begins with the research background and the problem statement. The chapter continues with the research questions, and objectives of the research. Furthermore, the scope and significance of the study are discussed. The next chapter will present a comprehensive review of theories and associated studies in four domains: social presence, social support, social commerce, and trust.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

Chapter 2 discussed the overview of the underlying theory, trust, e-commerce, covid-19 pandemic, and hypothesis development. The research topic is supported by the underlying theory.

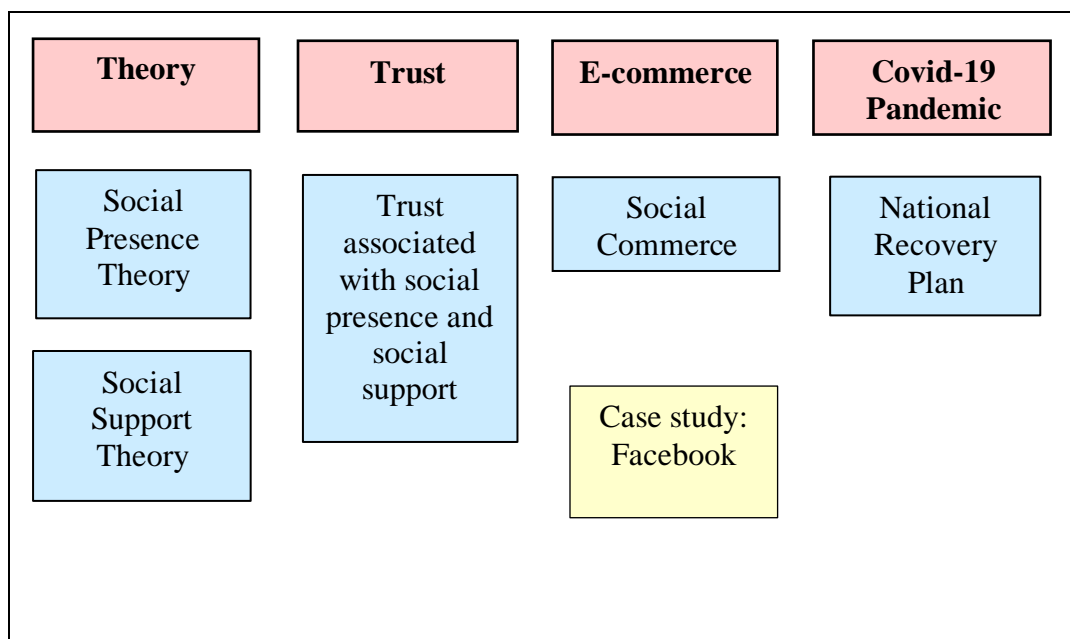


Figure 2.1: Elements considered in this Study

## 2.1 Theories and Models

### 2.1.1 Social Presence Theory

Social presence (SP) has been coined to describe the extent to which the experience of interacting with another human being in online contexts in which the feeling of human contact perceived is seen to be similar in an offline environment (Herrando et al., 2021). The discovery that social cues exist, and the influence of media communication has led to the development of social presence theory (SPT).

The definition of SP in s-commerce is “the amount to which the social commerce environment allows consumer to develop an intimate, perceived warm, and friendly contact with others” (Zhang et al., 2014). In other domains, the interaction is defined as a psychological sensation of comfort, togetherness, and closeness through engagement and communication with people in an online environment (Biocca et al., 2003). Significant emphasis has been paid to social presence, which is defined as the ability of a technologically medium such as social media platforms, to express a sense of sociability and human warmth (unidimensional social presence) (Hassanein et al., 2009).

Due to the lack of direct human connection between the seller and the consumer in an online environment, SP is especially important in the context of e-commerce (Ogonowski et al., 2014). SP gives consumers access to social knowledge and a wealth of information, which may help them make more intelligent purchasing decisions (Dwivedi et al., 2021). Prior study has indicated that the absence of SP, which is produced by a lack of human connection, might have an impact on online purchase (Botha & Reyneke, 2016). Thus, SP is seen as an important element that can assist consumers in avoiding uncertainty and lowering perceived risks (Dwivedi et al., 2021).

Despite the fact that some studies rely on unidimensional, to overcome the constraints of unidimensional conceptualization in literature, current findings urge for a more thorough examination that takes into account the multi-dimensional structure of SP (Nadeem et al., 2020). As people not only interact with the technologically mediated medium, but also need to communicate with other members and immerse themselves into the virtual community. Therefore, a multidimensional conceptualization of social presence is promoted. Nadeem et al. (2020) proposed three-dimension model of SP that included SP of online brand community, SP of others, and SP of interaction.

### **2.1.2 Social Support Theory**

According to Yang (2021), Social support theory (SST) is defined as “an interchange of resources between at least two persons that the giver or receiver believes is meant to improve the receiver's well-being”. Receiving SS is critical in boosting the quality of customer relationships in the setting of s-commerce (Liang et al., 2011; Sheikh et al., 2019).

Due to the emergence of Web 2.0, SS which is a notion derived from the social psychology discipline, is garnering the attention of business experts. SS came in many forms, including from family, neighbors, friends, and organizations (Makmor et al., 2018). However, the study's context indicates that the support comes from groups which from the inside of the social network. Additionally, SS is described as people's concern, affection, and caring, as well as providing assistance in resolving people's problems (Makmor et al., 2018). Ali (2011) proposed the social support theory, which explains how individuals behave when they receive information that indirectly influences them to adopt well-being behaviours.

Social support is given great attention in a variety of fields, and members perceive themselves to be helped or cared for when they have strong social support (Hossain et al., 2020). According to the study by Liang et al. (2011), consumers from different backgrounds are obligated to share information and recommendations on the platform in order to strengthen the relationship and to exchange product information and support with one another. Social support can infuse an individual with warmth and understanding, thereby assisting in the fulfillment of psychological requirements (Fan et al., 2019). Liang et al. (2011) propose that in social environments, individuals may feel obligated to consider the needs of others, hence fostering the development of close relationships.

In fact, friends or members in social commerce communities can provide a variety of assistance, including shopping experiences, resources and

knowledge, and product or service-related information (Jiang et al., 2019). The advice, suggestions, and emotional concerns assist consumers in resolving difficulties encountered throughout the purchase process and making better purchasing decisions (Yahia et al., 2018). Individuals not only provide advice and ideas, but also demonstrate their concern for one another via social media (Yang, 2021). Individuals' perceptions of SS on s-commerce are positively associated with their perceived sense of power, which increases their intention to engage in s-commerce activity, including expressing their thoughts (Chun & Lee, 2017).

Moreover, due to s-commerce interactions taking place via technological devices such as computers and smartphones, online social support is intangible in nature, manifesting as informational support and emotional support (Liang et al., 2011). Numerous researchers have validated social support as a source of information support and emotional support (Al-Tit et al., 2020; Hajli, 2014; Liang et al., 2011).

## 2.2 Trust

### 2.2.1 Trust associated with Social Presence & Social Support

For many years, trust has been one of the most pressing challenges in the world of internet commerce. By gaining the trust of their clients, successful internet businesses are able to thrive. In reality, one of the most essential variables impacting the success of an e-commerce platform or social commerce platform is the ability to build trust with customers because of the virtual shopping environment (Pregoner et al., 2020).

In the context of social commerce, trust in the marketplace can be defined as the belief held by individuals that the marketplace is comprised of honest dealers, fair business regulations, methods, and outcomes, among other things (Hassan et al., 2018). Besides, Hajli et al. (2013) stated that trust is vital for the business to lead customers toward purchase intentions, therefore is also a key factor that businesses either venture into a new product or penetrate a new market for the right product and service. This makes trust became the essential strategy for businesses to grow and be successful in the online market.

The study research by Al-Adwan and Kokash (2019) said that companies may increase their buy intents and word-of-mouth by establishing trust in social commerce. Therefore, trust is defined as the degree to which the buyer believes the seller has integrity, ability, and generosity (Ou et al., 2014). Besides, trust is created through the surrounding environment and social interactions with other individuals in the setting of s-commerce (Dabbous et al., 2020). It is a major antecedent that contributes to the development of a good attitude toward purchasing behavior, which can have a positive impact on buying intentions (Hajli, 2013). According to Sharma et al. (2019) pointed out that trust is able to assist users in reducing the complexity of social commerce and simplifying the potentially difficult decision to acquire



things via s-commerce, so that as trust grows, so does the generate higher desire to purchase through s-commerce.

Recent research has shown that trust plays an important role in social commerce which Leong et al. (2020) has used trust as an interpreter of social behavior in social commerce studies. The result shows that trust is influenced by social behavior. Social presence (SP) contributes to the development of trust. one of the primary distinctions between social commerce and traditional commerce is the presumed lower level of SP associated with online shopping (Weisberg et al., 2011). Due to face-to-face contact being generally high in SP while still being considered effective communication, a high SP aligns with users' expectations for meaningful communication, which in turn increases trust (Leong et al., 2020). When SP is low, consumers believe it is simpler to cover information and participate in unethical activity. Therefore, building trust in consumers toward s-commerce is critical.

Moreover, social support is projected to increase trust among peers or members in social groups as a result of the supportive environment that encourages consumers to be more engaging and approachable (Yahia et al., 2018). Social support has the potential in the current environment to shape new connection interconnectivity between consumers in the platform, thereby increasing trust on which platform they communicate (Makmor et al., 2018). To be more specific, social support is information that is supportive in online communities and builds trust in one's own individual decisions (Makmor et al., 2018). Moreover, the social benefits that customers obtain from the community and friends influence the level of trust they put in social commerce (Tsai & Hung, 2019). Consumers' trust in social commerce grows when they receive favorable support from other consumers in the same network that is reliable and accurate (Yeon et al., 2019). The benefits of being part of a supportive social group gradually lead to trust in social commerce.

## 2.3 E-commerce

### 2.3.1 Social Commerce

According to Baethge et al. (2016), social commerce is defined as “allowing people to deliver e-commerce activities as well as transactions through the social media environment, primarily through social networks and web 2.0 tools”. In detail, social commerce acts as a subset of e-commerce that encompasses the use of social media to aid with e-commerce activities and transactions (Algharabat & Rana, 2021).

In practice, social commerce which is a relatively new phenomenon has grown significantly. According to a recent McKinsey analysis (Chui et al., 2012), social technologies can generate between \$900 billion and \$1.3 trillion in value and potentially impact up to one-third of consumer expenditure. The rise in popularity of social networks such as social media, and web2.0, has risen in recent years which has resulted in an expansion of s-commerce tools and opportunities (Kapoor et al., 2018).

Social commerce is more socially based and user-driven than traditional e-commerce, in which social elements are involved and promote user-generated material, such as recommendations, comments, photos, ratings, and live streaming (Molinillo et al., 2018). These elements lead to the establishment of a trustworthy environment in which friends, family, and acquaintances offer dynamic material for the recommendation and sale of goods and services (Linda, 2010). Currently, many consumers seek out the opinions and advice of others before making a purchase (Chen et al., 2017). As a result, customers who utilize s-commerce platforms could make their purchasing decisions based on information offered by other consumers (Zhang & Benyoucef, 2016).

Besides, social commerce has altered the ways businesses operate. It altered traditional electronic commerce by merging social networking's power with

online shopping and introducing new methods for the marketing of business offerings through social platforms (Linda, 2010). The increasing use of communication technology and social media platforms like Twitter, Facebook, Instagram, WhatsApp, and LinkedIn has improved the effectiveness of this social connection which enables individuals to easily promote their business products and services to a large audience (Noori et al., 2016). It denotes a new type of electronic commerce arising from customer interaction via social media platforms which benefit from boosting customer relationship quality and increasing consumer purchasing intentions (Hajli, 2014). Thus, s-commerce helps businesses improve their marketing performance by allowing them to engage and interact with their target audiences (Lin et al., 2019).

In today's global village, Facebook is considered the most popular social media (Ang, 2021). Among other social media platforms, Facebook enables users to exchange photographs and thoughts with family and friends, publish an original video production for public viewing, connect with a qualified buyer and vendor and also shop for products and services (Linda, 2010). Additionally, it allows three-way contact between customers and businesses: customer to customer, customer to business, and business to customer; and businesses may maintain several fan pages to offer a holistic experience of a brand without regard for geographical boundaries (Kwok, 2011). It delivers services that have become incorporated into the daily lives of many users around the world as a result of its impressive growth and innovative technology. This growth results in the emergence of new e-commerce initiatives, and these innovative business models are built on the power of friendship and word of mouth (Kwok, 2011). Thus, Facebook was chosen as a case study due to its prominence in the social commerce market.

## 2.4 Covid-19 Pandemic

### 2.4.1 National Recovery Plan

National Recovery Plan (NRP) is known as the time period during which government develops a road map to control the COVID-19 pandemic while progressively reopening society and the economy toward the new normal (National Recovery Plan (NRP) Official Portal, 2021). National Recovery Plan (NRP) is focused on the gradual reopening of society and economy, which is projected to take place until December 2021. However, NRP is not the final and static strategy for controlling the COVID-19 pandemic. Instead, it is a dynamic plan that will be updated and enhanced upon as needed based on the most recent data and scientific proof of effective methods and methodology (NRP, 2021).

On 15 June 2021, our Prime Minister of Malaysia, Tan Sri Muhyiddin Yassin announced the NRP is a four-phase exit strategy from the COVID-19 crisis (NRP, 2021). Four phases of NRP are ongoing from June 2021 to December 2021. A phase moving to the next phase is depending on the three indicators which are the average number of daily COVID-19 infections cases, bed utilization rate in intensive care unit (ICU) wards, and the percentages of received two doses of vaccines (NRP, 2021). When coming in phase four, will enable the total reopening of the economic and social sectors. However, the government is in the process of drafting NRP 2.0 for the year 2022 (Basyir, 2022).

## 2.5 Hypothesis Development

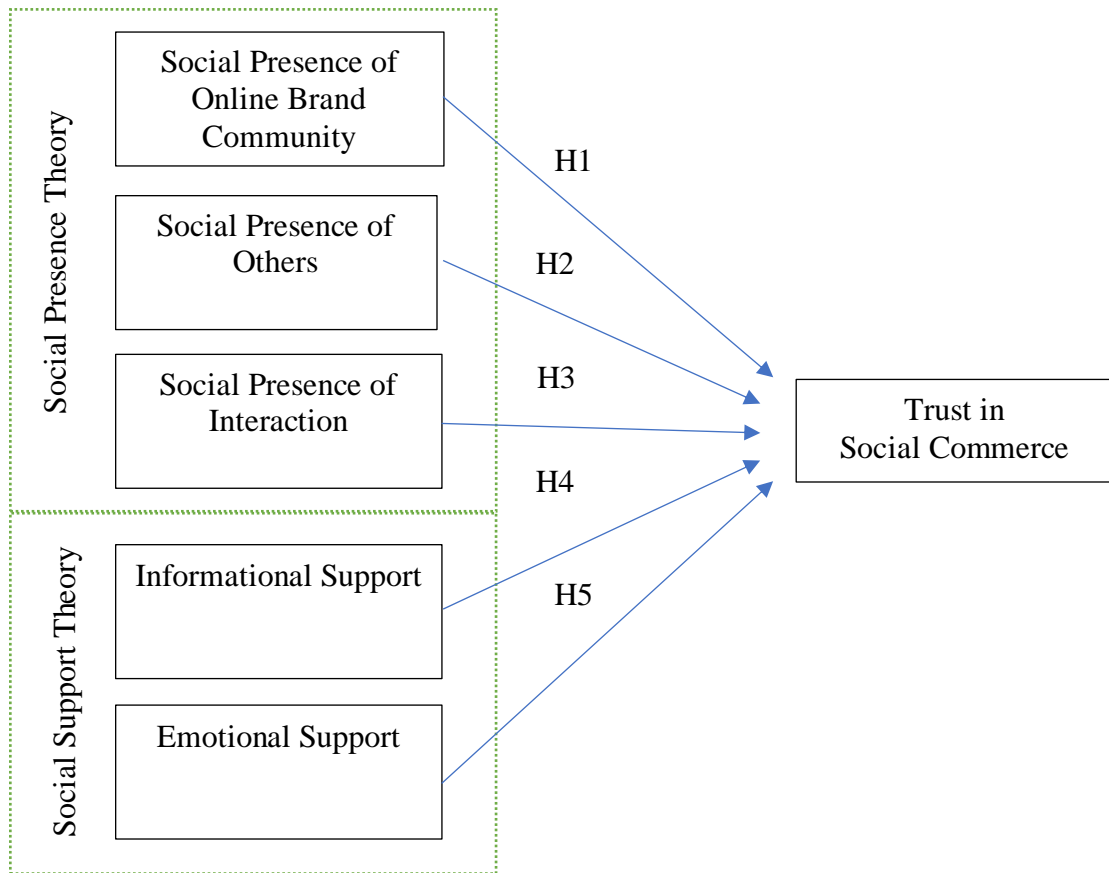


Figure 2.2: Research Framework

### **2.5.1 Social Presence of Online Brand Community (SPW)**

The social presence of online brand community in social commerce refers to the capability of sellers or brand pages to convey a feeling of human interference, sociability, and transparency (Hammouri & Abu-Shanab, 2017). Consumers make online transactions mostly via interaction with the online brand community in s-commerce. The interaction between the buyers and online brand community may be viewed as equated to interpersonal interactions when the webpage is seen as a social actor (Al-Adwan, 2018). Given that human interaction is a prerequisite for trust, the consumers and online brand community interactions may result in the creation of trust (Blau, 2017). An online brand community with a strong social presence transmits additional information and social indicators, and thus viewed as more transparent in which untrustworthy behaviors are inhibited (Nadeem et al., 2020). This also makes the social gap between sellers and buyers to be shortened and it is simpler to establish trust. Therefore, the social presence of the online brand community created by online sellers would boost consumers' trust in social commerce (Lu et al., 2016).

**H1: There is a significant relationship between social presence of online brand community and consumers' trust in social commerce during national recovery plan.**

### **2.5.2 Social Presence of Others (SPO)**

Social presence of others also refers as the awareness of consumers for engaging in online activities (Hammouri & Abu-Shanab, 2017). According to Social psychology studies, humans may benefit from and be influenced by the knowledge and experiences of others, and persuasion may be powerful when it comes from similar others (buyers from the same marketplace) and even if they are complete strangers (Ahmad & Karim, 2019). When consumers social interactions with others, their behavior, attitudes, and beliefs will be influenced (Cherry, 2021). In social commerce marketplace, social proof from existing customers is able to address consumer uncertainty on what to purchase, the reviews and recommendations also give an experience of others' consumption to the consumers (Zhang & Yu, 2020). When previous customers offer favorable signals such as positive reviews on both the product and the specific seller, the buyer will gain more confidence and trust in the seller's ability to provide quality products and services (Evans et al., 2021). According to Chen et al. (2011), when consumers witness the buying actions of other earlier purchasers, this publicly-observed information trumps their own private information in influencing their thoughts and behaviors. As a result, individuals were involved in "herd behavior", in which they strive to follow the footsteps of their precursors (Chen et al., 2011).

**H2: There is a significant relationship between the social presence of others and consumers' trust in social commerce during national recovery plan.**

### 2.5.3 Social Presence of Interaction (SPI)

According to Lu et al. (2016), in such virtual community, the direct contact and sharing of social information between buyers and sellers are referred to as the social presence of interaction. Building a trustful relationship between sellers and buyers through computer-mediated communication (CMC) such as customer support chat and other online technologies that make sense for consumers in a social commerce environment is referred to as social presence of interaction (Hammouri & Abu-Shanab, 2017). Therefore, interactivity is one of the most important aspects of social presence and it is linked positively to trust in social commerce (Kim & Park, 2013). In the context of social commerce, chat applications such as Messenger, Instagram or Twitter may allow seller-buyer interactions by exposing customers to additional social information that helps create trust beliefs (Lu et al., 2016). This allows buyers to determine the sellers' integrity eventually resulting in the formation of trust. To maintain positive customer interactions, a variety of interaction techniques may be used, including the usage of specific phrases and emoji like the happy face (Lu et al., 2016). These chat systems can provide consumers a sense of social presence by allowing them to perceive the sellers' honesty, attitudes, and compassion, through computer-mediated chats, therefore moulding their trust in s-commerce.

**H3: There is a significant relationship between the social presence of interaction and consumers' trust in social commerce during national recovery plan.**



### 2.5.4 Information Support (IS)

Informational support (IS) is described as important knowledge provided by someone with experience that includes cognitive feelings such as interpretations, plans, and recommendations (Makmor et al., 2018). Individuals who have a high perception of informational support are more likely to be able to obtain enough resources to tackle their difficulties (Yang, 2021). When consumers can get instrumental support such as providing guidance and essential advice from online communities or friends, they will most likely acquire trust in the responding party's goodness, competence, and trustworthiness, hence developing trust in social commerce (Leong et al., 2020). The previous purchaser may offer their thoughts or experiences on product and services purchases, packaging, features, or time of delivery, as well as their experience utilizing the goods in the s-commerce context (Lal, 2017). That is also critical for future buyers since they may acquire the information directly from people who have purchased and utilized the product, rather than relying on manufacturer-provided reviews (Leong et al., 2020). Previous research also revealed that IS has potential to influence trust (Hajli, 2015; Yahia et al., 2018). The regular sharing of helpful information among members may help build trust and friendship.

**H4: There is a significant relationship between informational support and consumers' trust in social commerce during national recovery plan.**

### 2.5.5 Emotional Support (ES)

Emotional support (ES) is described as the delivery of love, concern, understanding, and care to the recipient in order to make him or her feel valued (Yang, 2021). Unlike informational support, emotional support places a premium on the emotional aspect of social support and hence has the potential to solve issues indirectly (Leong et al., 2020). Individuals who get emotional support are more likely to open up and seek support from the community members or friends (Chen & Shen, 2015) as it offers psychological benefits for them which meet their mental needs (Liang et al., 2011). After consumers perceived those other individuals are empathetic and supportive in providing necessary emotional support, friendship and trust would develop among them (Kurma & Sharma, 2022). In fact, several studies have shown that caring is the foundation for the development of trust (Schiemann et al., 2019). Previous research also revealed that ES has the potential to influence trust (Makmor et al., 2018; Al-Tit et al., 2020; Yang, 2021). As a result of their connection and emotional support with other members, individuals might develop a sense of trust in s-commerce (Chen & Shen, 2015).

**H5: There is a significant relationship between emotional support and consumers' trust in social commerce during national recovery plan.**

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

This chapter focuses on methodology, which is required to collect data for hypothesis testing in previous chapter. Research design, sampling design, methods of data collection and data analysis are further elaborated later.

### **3.1 Research Design**

This empirical study is exploratory in nature. It is used to investigate the social presence and social support that is expected to be influenced trust in social commerce setting. The proposed research model has applied three significant social presence and two social support components which are predicting the antecedents of trust in social commerce that are supported by previous studies. The objective of this study is to answer the question “Do social presence and social support influence consumers’ trust in social commerce during national recovery plan?”

Quantitative research predominantly emphasizes a deductive approach to the relationship between theory and research, in which the emphasis is placed on the testing of theories (DeCarlo, 2021). Quantitative research is perceived to be more useful than qualitative research as it can gather information from more respondents.

### **3.2 Sampling Design**

The targeted population for this study is anyone that is age 18 or above who is an online shopper on Facebook. Therefore, the convenient sampling technique was adopted to select the target respondents in this study. This method is easily accessible, ease of obtaining data, less costs incurred such as money and time spent, and quickness of data collection (Dudovskiy, 2016).

Hair et al. (2018) propose using sample-to-variable ratio to determine sample size with a minimum observation-to-variable ratio of 20:1. This indicated that 20 observations are required per independent variable. The self-administered questionnaire of the research contains 20 questions with 5 IVs, therefore a minimum of 100 respondents is required. Hence, a total of 180 questionnaires were collected online. Furthermore, a total of 30 pilot test samples were conducted before the final survey was distributed.

### **3.3 Data Collection Method**

In this study, the survey method is used to collect primary data in order to answer the research questions in this study. A formal questionnaire was distributed to a sample of a target population to get relevant information. The survey of this study took place online from 24 January 2022 to 3 March 2022.

The information about the social presence and social support influence consumers' trust in social commerce was gained through secondary data. The data was collected via articles, websites, and electronic journals including Emerald insight, Elsevier, ScienceDirect, SAGE journals while google scholar is being accessed frequently.

### **3.4 Research Instrument**

A self-administered questionnaire was applied in this study. It is a cheaper and faster method to survey a great number of respondents as respondents answer the questions at their convenience. The questions were developed based on past related literature reviews.

#### **3.4.1 Questionnaire Design**

An online questionnaire consisting of two sections was constructed in google form. Closed-ended questions are used, and respondents have to choose one answer based on the multiple-choice answer given. This questionnaire is to investigate the relationships between the proposed component of social presence and social support towards trust in social commerce.

Before answering questions, there is an introduction to the study to ensure respondents understand the reason for filling out the questionnaire. Section A is to obtain demographic details including age, gender, occupation, average monthly income and others. Section B included 5 items measuring dependent variable (DV) and 15 items measuring five independent variables (IVs).

In Section B, a 5-point Likert scale was applied to assess level of agreement for the measured items. English is a global language and presumed that it is the best language option to construct the questionnaire as respondents can understand the items easily while filling it out.

### **3.4.2 Pilot Study**

To examine the questionnaire's feasibility, a pilot test was carried out. An online questionnaire was distributed and filled out by 30 Facebook online shoppers which present the actual sample of this study. The results of the pilot study indicated that the questionnaire flows well and does not include any mistakes or confusing items.

Table 3.1: Pilot Study Reliability Test

No	Variable	Cronbach's alpha	Number of items	Strength of association
1.	Trust in social commerce (TSC)	0.806	5	Very Good
2.	Social presence of online brand community (SPW)	0.809	3	Very Good
3.	Social presence of others (SPO)	0.805	3	Very Good
4.	Social presence of interaction (SPI)	0.720	3	Good
5.	Informational support (IS)	0.750	3	Good
6.	Emotional support (ES)	0.878	3	Very Good

Source: Developed for the research

To measure reliability's internal consistency, Cronbach's alpha was applied (Bonett & Wright, 2014). Table 3.1 has shown the result of the variables from 30 sets of pilot tests. Among all 6 variables, ES gained the highest Cronbach's alpha of 0.878 which placed in "very good" strength of association. The Cronbach's alpha of SPI is 0.720 which ranked lowest and falls under "good" strength of association. The result of Cronbach's alpha for SPW, TSC, and SPO is 0.809, 0.806, and 0.805 respectively, which all are positioned in "very good" strength of association. Lastly, IS obtained Cronbach's alpha of 0.750 and it falls under "good" strength of association.

## **3.5 Construct Measurement**

### **3.5.1 Original Source of Construct Measurement**

The items used were validated and adapted from previous studies. The details of the sources for each variable will be shown in Appendix B.

### **3.5.2 Scale of Measurement**

Section A consisted of nominal and ordinal measurements. The nominal scale is used for classification purposes and contains description characteristics. It classifies the personal profile of respondents into various groups based on gender and occupation. Meanwhile, the ordinal scale involves ranking and ordering of the data such as age, average monthly income, and average number of visits per month on Facebook. Since 5-point Likert Scale was applied in next section, it adopted ordinal scale measurement. The range of 5-point Likert Scale starts from 1 point which indicates strongly disagree to 5 points which indicates strongly agree.

## **3.6 Data Processing**

### **3.6.1 Questionnaire Checking**

This is the first step in the data processing. All questions are constructed based on the previous related studies which reliabilities have been proven by the researchers.

### **3.6.2 Data Coding**

In questionnaire, it transforms value to numerical characteristics to make data interpretation easier during the analysis process in SPSS. For instance, “1” represented male respondents while “2” represented female respondents.

### **3.6.3 Data Transcribing**

Data transcribing is final step, and it decodes questionnaire in numerical form to SPSS for interpretation purposes. Before proceeding to the crowd, a pilot study reliability test was done to interpret the responses from a small sample size on SPSS.



### 3.7 Data Analysis

SPSS version 25.0 was adopted to investigate the relationships of SPW, SPO, SPI, IS, and ES to TSC. The statistical information including tables and charts for the questions in the questionnaire will be done to summarize the findings.

#### 3.7.1 Descriptive Analysis

The purpose is to simplify data into tables and charts to describe the outcome and generate useful insights.

#### 3.7.2 Scale Measurement (Reliability Analysis)

Cronbach's alpha denoted in numbers that ranged from 0 to 1. It was used to verify the reliability of the instrument in all constructs including TSC, SPW, SPO, SPI, IS, and ES. The underlying structure of the measurement scales is analysed using exploratory factor analysis. The data measurement is more reliable when the coefficient value is higher. The table below has shown its measurement.

Table 3.2: Rules of Thumb of Cronbach's Alpha Coefficient Size

Cronbach's Alpha	Strength of Associations
<0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
$\geq 0.9$	Excellent

Sources: Hair, Page, and Brunsveld (2019)

### 3.7.3 Inferential Analysis

#### 3.7.3.1 Pearson Correlation Coefficient Analysis

To measure strength of an association between an IV and a DV as well as its direction, Pearson's correlation coefficient was involved. Hence, in current study, SPW, SPO, SPI, IS, ES have been examined towards TSC. The correlation coefficient value ranges from -1 to +1. The higher the value, the stronger the association between the variables.

#### 3.7.3.2 Multiple Regression Analysis

It was applied for hypotheses testing and study whether any relationship involves between the proposed factors and TSC. The standard coefficient (Beta) indicates the relative importance of the IVs. The higher the value of Beta, the higher the impact of the predictor on the DV (Uyanık & Güler, 2013).

##### Multiple regression equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Y = Dependent Variable

$\alpha$  = Constant

$\beta_1$  to  $\beta_5$  = Regression coefficient for the independent variable(s)

$X_1$  to  $X_5$  = Independent Variables

## 3.8 Conclusion

This chapter discussed the methodology used and Online buyers from Facebook are targeted using a questionnaire and SPSS software for data analysis.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

This chapter focuses on findings from 180 set questionnaires. The data is analyzed and summarized using SPSS.

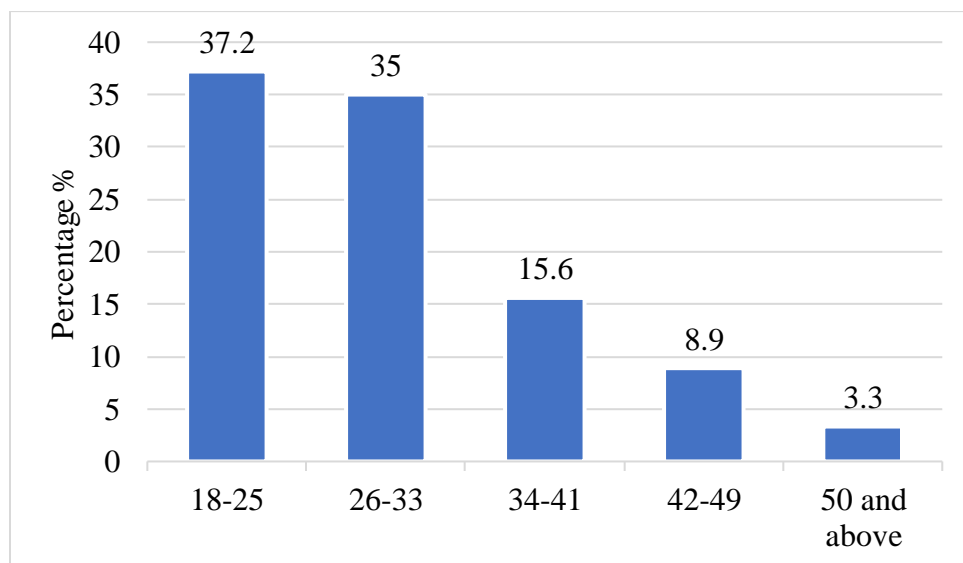
### **4.1 Descriptive Analysis**

#### **4.1.1 Demographic Profile and General Information of the Respondents**

The first section has 7 questions about the demographic profile of respondents including age, gender, occupation, average monthly income, Number of years using Facebook, the average number of visits per month on Facebook, and frequency purchased on Facebook.

##### **4.1.1.1 Age**

Chart 4.1: Age



Source: Developed for the research

Table 4.1: Age

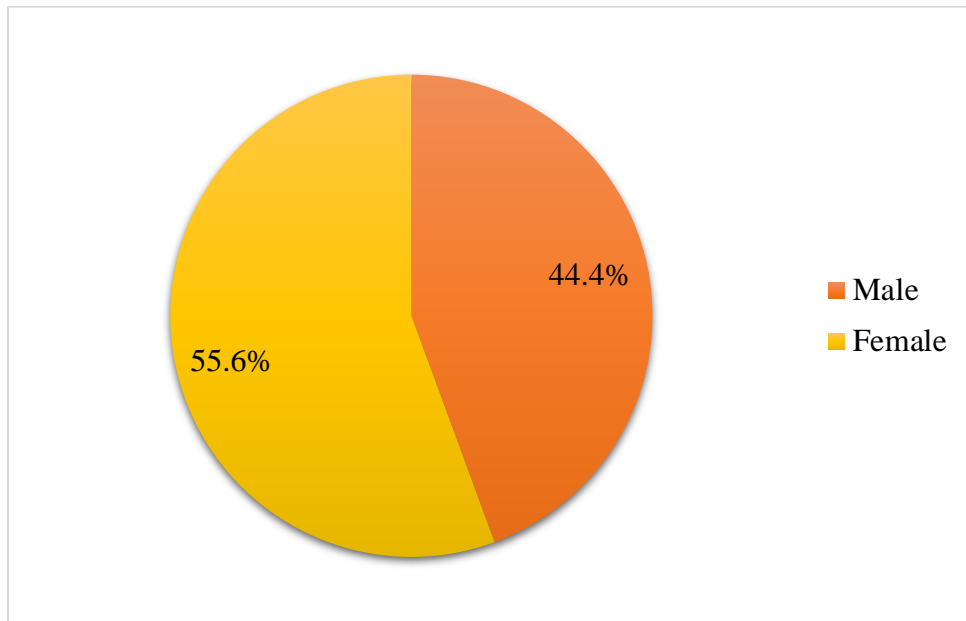
Age Group	Frequency	Percent
18-25	67	37.2%
26-33	63	35%
34-41	28	15.6%
42-49	16	8.9%
50 and above	6	3.3%
Total	180	100%

Source: Developed for the research

Chart 4.1 and Table 4.1 have shown the largest group of respondents aged 18-25 years old contributed 67 respondents (37.2%). The respondents aged 26-33 represent second largest group with 63 respondents (35%). Next, the age group of 34-41 is 28 respondents (15.6%), followed by 16 respondents (8.9%) for the age group of 42-49. The remaining respondents fall at the option of “50 and above” which 6 respondents (3.3%).

#### 4.1.1.2 Gender

Chart 4.2: Gender



Source: Developed for the research

Table 4.2: Gender

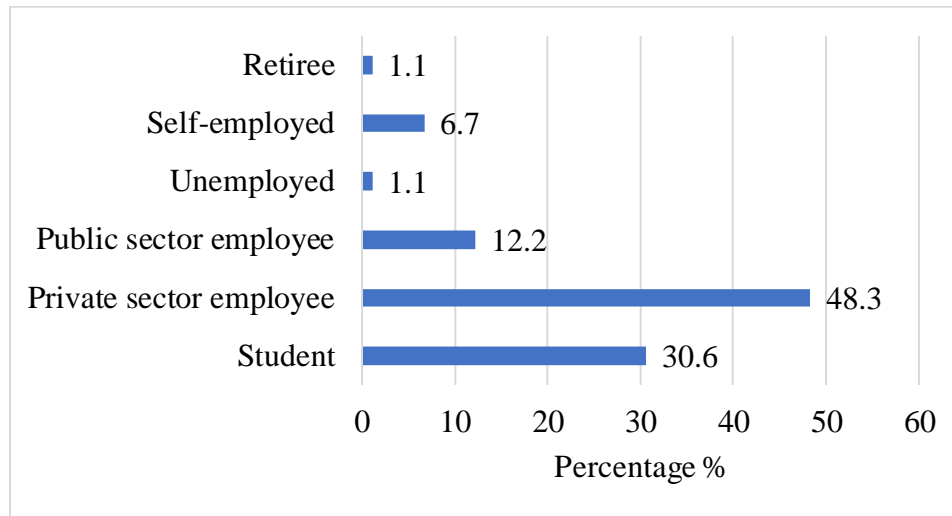
Gender	Frequency	Percent
Male	80	44.4%
Female	100	55.6%
Total	180	100%

Source: Developed for the research

Chart 4.2 and Table 4.2 have shown the gender distribution for males and females is relatively equal. Females occupied more with 100 respondents (55.6%) while males occupied 80 respondents (44.4%).

#### 4.1.1.3 Occupation

Chart 4.3: Occupation



Source: Developed for the research

Table 4.3: Occupation

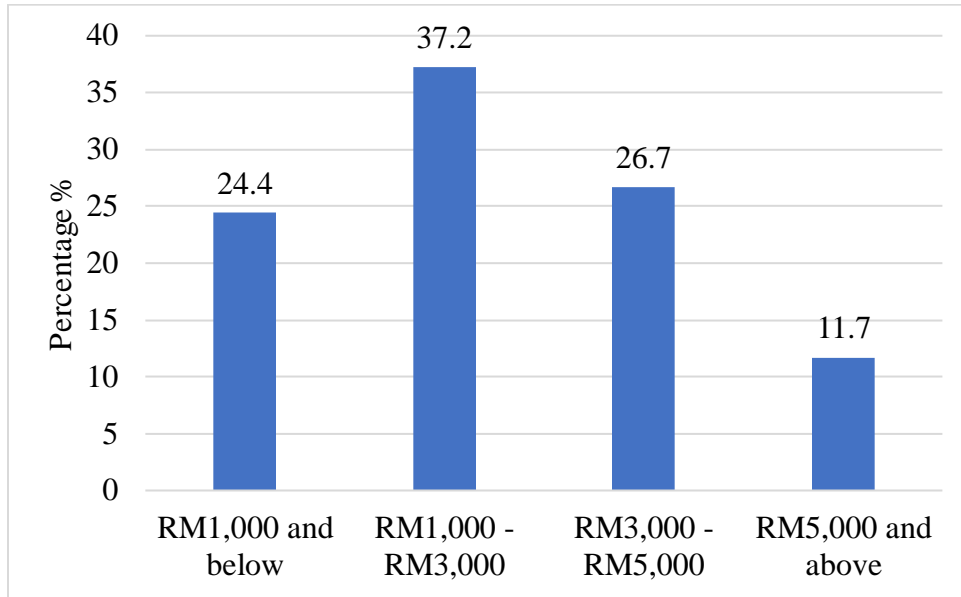
Occupation	Frequency	Percent
Student	55	30.6%
Private sector employee	87	48.3%
Public sector employee	22	12.2%
Unemployed	2	1.1%
Self-employed	12	6.7%
Retiree	2	1.1%
Total	180	100%

Source: Developed for the research

Chart 4.3 and Table 4.3 consists of the 6 respondent's occupation. Out of 87 (48.3%) of the total respondents are private sector employees. Following by 55 respondents (30.6%) are students, 22 respondents (12.2%) are public sector employees. Lastly, Retiree and unemployment categories have the same total of 2 respondents (1.1%) of the total respondents.

#### 4.1.1.4 Average Monthly Income

Chart 4.4: Average Monthly Income



Source: Developed for the research

Table 4.4: Average Monthly Income

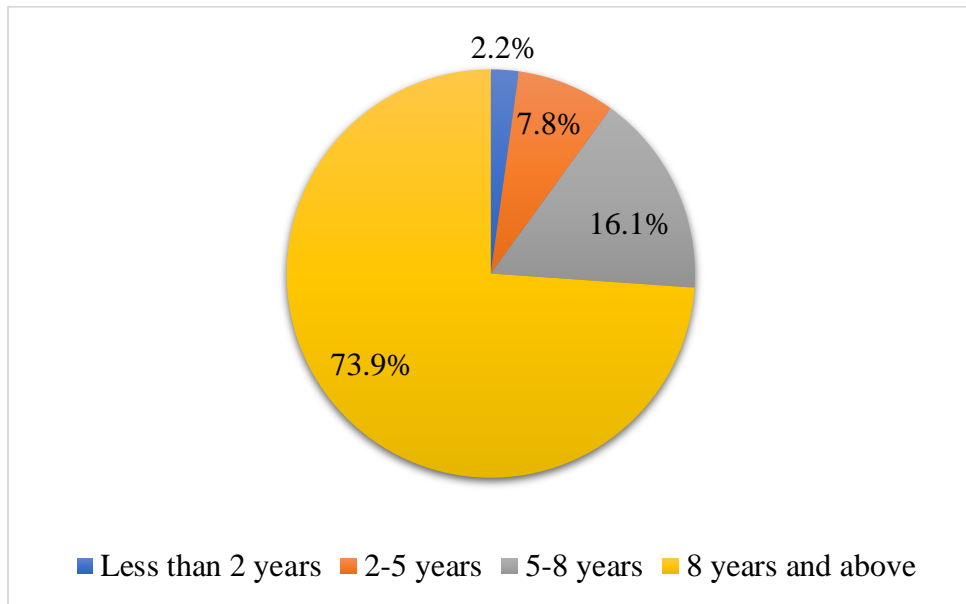
Average monthly income	Frequency	Percent
RM1,000 and below	44	24.4%
RM1,000-RM3,000	67	37.2%
RM3,000-RM5,000	48	26.7%
RM5,000 and above	21	11.7%
Total	180	100%

Source: Developed for the research

Chart 4.3 and Table 4.3 shown there are 67 respondents (37.2%) have average monthly income of RM1,000-RM3,000 and 48 respondents (26.7%) are holding RM3,000-RM5,000 average monthly incomes. Also, there are 44 respondents (24.4%) are falls into the category of RM1,000 and below, at the same time there are 21 respondents (11.7%) are holding RM5,000 and above average monthly income.

#### 4.1.1.5 Number of Years Using Facebook

Chart 4.5: Number of Years Using Facebook



Source: Developed for the research

Table 4.5: Number of Years of Using Facebook

Number of years using Facebook	Frequency	Percent
Less than 2 years	4	2.2%
2-5 years	14	7.8%
5-8 years	29	16.1%
8 years and above	133	73.9%
Total	180	100%

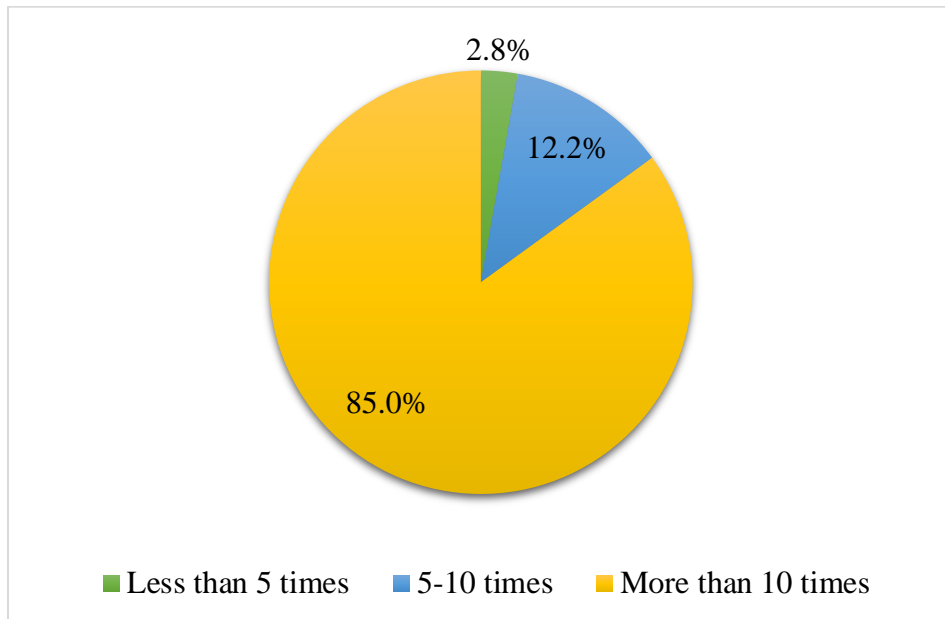
Source: Developed for the research

Chart 4.5 and Table 4.5 have shown 133 respondents (73.9%) have used Facebook for 8 years and above. Followed by 29 respondents (16.1%) who have used Facebook for 5-8 years, and 14 respondents (7.8%) who have used Facebook for 2-5 years. Then, the remaining 4 respondents (2.2%) are those who have only used Facebook for less than 2 years.



#### **4.1.1.6 Average Number of Visits Per Month on Facebook**

Chart 4.6: Average Number of Visits Per Month on Facebook



Source: Developed for the research

Table 4.6: Average Number of Visits Per Month on Facebook

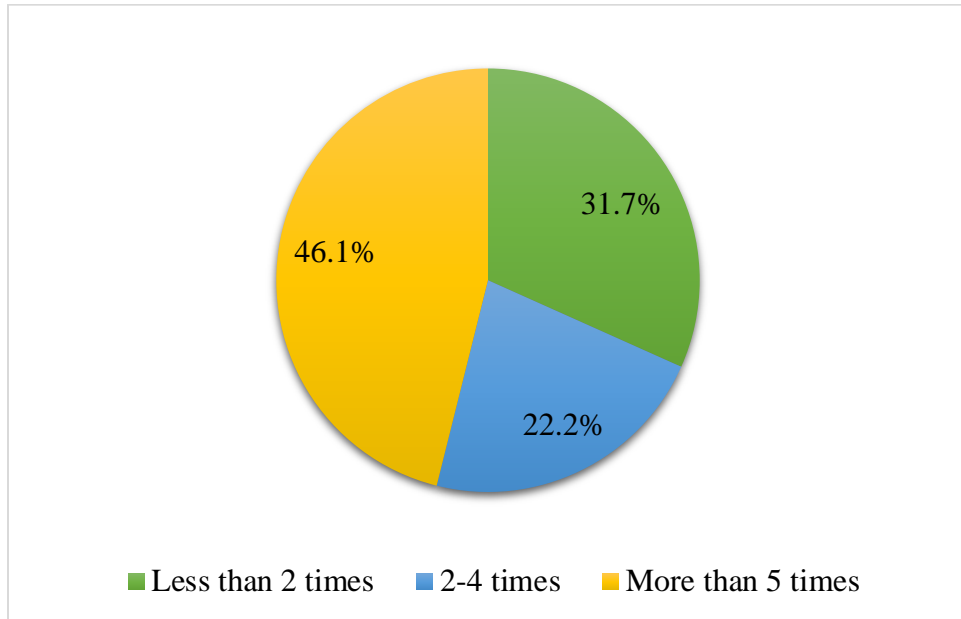
Average number of visits per month on Facebook	Frequency	Percent
Less than 5 times	5	2.8%
5-10 times	22	12.2%
More than 10 times	153	85%
Total	180	100%

Source: Developed for the research

Chart 4.6 and Table 4.6 above shown that the majority of the respondents' average number of visits per month on Facebook that more than 10 times are included 153 (85%) of the respondents. It is followed by 22 (12.2%) of the respondents who visit Facebook 5-10 times on average per month, and only 5 respondents (2.8%) of respondents who visit Facebook less than 5 times per month on average.

#### 4.1.1.7 Frequency Purchased on Facebook

Chart 4.7: Frequency Purchased on Facebook



Source: Developed for the research

Table 4.7: Frequency Purchased on Facebook

Frequency purchased on Facebook	Frequency	Percent
Less than 2 times	57	31.7%
2-4 times	40	22.2%
More than 5 times	83	46.1%
Total	180	100%

Source: Developed for the research

Chart 4.7 and Table 4.7 above shown that 83 respondents (46.1%) purchased on Facebook more than 5 times. Besides, 57 respondents (31.7%) purchased on Facebook less than 2 times, while 40 respondents (22.2%) purchased on Facebook 2-4 times.

### **4.1.2 Central Tendencies Measurement of Constructs**

Table 4.8: Descriptive Statistic on Variables

	<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
IV1	Social Presence of Online Brand Community	180	4.3433	.64894
IV2	Social Presence of Others	180	4.2685	.64691
IV3	Social Presence of Interaction	180	4.2574	.56466
IV4	Informational Support	180	4.2537	.69436
IV5	Emotional Support	180	4.3444	.57021
DV	Trust in Social Commerce	180	4.1519	.73430

Source: Developed for the research

According to the Table 4.8, the mean value of Emotional support is the highest which is 4.3444. Next, the second highest value is social presence of online brand community with a mean of 4.3433. Following by social presence of others with a mean of 4.2685, social presence of interaction with a mean of 4.2574, informational support with a mean of 4.2537. Lastly, trust in social commerce has the lowest mean value which is 4.1519.

Besides, the standard deviation of trust in social commerce is highest among all variables which is 0.73430. Next, the second highest is informational support with a standard deviation of 0.69436. This is followed by social presence of online brand community with a standard deviation of 0.64894, social presence of others with a standard deviation of 0.64691, and emotional support with a standard deviation of 0.57021. Lastly, the standard deviation of social presence of interaction is the lowest which is 0.56466.

## 4.2 Scale Measurement

### 4.2.1 Reliability Test for Actual Result

Table 4.9: Summary of Reliability Test

No.	Variable	Cronbach's alpha	Number of items	Strength of association
1	TSC	0.889	5	Very Good
2	SPW	0.825	3	Very Good
3	SPO	0.749	3	Good
4	SPI	0.856	3	Very Good
5	IS	0.773	3	Good
6	ES	0.862	3	Very Good

Source: Developed for the research

TSC= Trust in Social Commerce

SPW= Social Present of Online Brand Community

SPO= Social Present of Others

SPI= Social Present of Interaction

IS= Informational Support

ES= Emotional Support

Based on Table 4.9, 20 items are extracted from the questionnaire for a reliability test. TSC is the dependent variable that categorizes in the very good reliability range which values at 0.889. SPW, SPI, and ES were categorized in very good reliability range at value 0.825, 0.856 and 0.862 respectively. SPO and IS are categorized in good reliability range at 0.749 and 0.773 respectively.

## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlation Analysis

Table 4.10: Person Correlation Test

		TSC	SPW	SPO	SPI	IS	ES
TSC	Pearson Correlation	1	.669**	.711**	.660**	.645**	.440**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N		180	180	180	180	180
SPW	Pearson Correlation		1	.642**	.639**	.672**	.510**
	Sig. (2-tailed)			0.000	0.000	0.000	0.000
	N			180	180	180	180
SPO	Pearson Correlation			1	.646**	.683**	.538**
	Sig. (2-tailed)				0.000	0.000	0.000
	N				180	180	180
SPI	Pearson Correlation				1	.593**	.472**
	Sig. (2-tailed)					0.000	0.000
	N					180	180
IS	Pearson Correlation					1	.580**
	Sig. (2-tailed)						0.000
	N						180
ES	Pearson Correlation						1
	Sig. (2-tailed)						
	N						

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Developed for the research

Table 4.10 represents the result of Pearson Correlation. All the IVs have the same p-value, 0.000 toward DV. Therefore, it has shown a relationship between the IVs and a DV as they have an alpha value which is less than 0.01 level.

SPO ranked the highest correlation, 0.711 to TSC. The second highest correlation is SPW to TSC while followed by SPW, SPI, IS has a correlation of 0.669, 0.660, 0.645 to TSC. Lastly, the weakest relationship among the 5 variables is between ES with correlation of 0.440, which indicated a weak positive relationship.

### 4.3.2 Multiple Linear Regressions

Table 4.11: Model Summary

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 <sup>a</sup>	.621	.610	.40502

a. Predictors: (Constant), ES, SPI, IS, SPW, SPO

In Table 4.11, the coefficient of R-squared for multiple regression of TSC is 0.621. Hence, 62.10% of the variance in TSC can be explained by IVs including ES, SPI, IS, SPW, SPO.

Table 4.12: ANOVA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	46.839	5	9.368	57.105	.000 <sup>b</sup>
	Residual	28.543	174	.164		
	Total	75.382	179			

a. Dependent Variables: TSC

b. Predictors: (Constant), ES, SPI, IS, SPW, SPO

The ANOVA table has shown the overall model is statistically significant with F= 57.105 and P=0.000. This result indicates that all IVs (SPW, SPO, SPI, IS, ES) is significantly explained the DVs (TSC).

Table 4.13: Coefficients

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.228	.255		.896	.372
SPW	.229	.071	.228	3.229	.001
SPO	.391	.083	.341	4.700	.000
SPI	.214	.063	.229	3.412	.001
IS	.179	.084	.157	2.139	.034
ES	-.052	.053	-.059	-0.982	.328

a. Dependent Variable: TSC

The coefficient Table 4.13 looks at each predictor individually. SPW, SPO, SPI, and IS are predictors of TSC because the P-value is less than 0.05, except for ES due to its P-value is more than 0.05.

$$Y = 0.228 + 0.229\text{SPW} + 0.391\text{SPO} + 0.214\text{SPI} + 0.179\text{IS} - 0.052\text{ES}$$

In this equation, the value of unstandardized Beta coefficients indicated the gradient of the line between an IV and a DV. An increase of one-unit in SPO, TSC is increased by 0.391 units. SPW (0.229) ranked second, SPI (0.214) ranked the third factor to influence TSC and fourth referred to IS (0.179). Lastly, an increase of one-unit in SE, TSC is decreased by 0.052 units.

The standardized Beta Coefficient measures on which factor is the most and least influence on TSC. In Table 4.12, SPO has the greatest Beta value of 0.341 among all IVs. It indicated that SPO is the most influential factor that influences TSC. It is similar to the previous finding from Davis (1989) whereby users look at the functions that an application can perform to them first. Yet, ES has the lowest Beta value of -0.059 which is the least influential factor among other Ivs. In other words, trust in social commerce will not influence when emotional support is provided.



### 4.3.3 Hypothesis Testing

Table 4.14: Summary of Hypothesis Testing

Hypothesis	Multiple Regression Analysis (Significant value)	Rejection of rule
H1: There is a relationship between social presence of online brand community and consumers' trust in social commerce during national recovery plan.	P value (0.001) < 0.05	Supported
H2: There is a relationship between social presence of others and consumers' trust in social commerce during national recovery plan.	P value (0.000) < 0.05	Supported
H3: There is a relationship between social presence of interaction and consumers' trust in social commerce during national recovery plan.	P value (0.001) < 0.05	Supported
H4: There is a relationship between informational support and consumers' trust in social commerce during national recovery plan.	P value (0.034) < 0.05	Supported
H5: There is a relationship between emotional support and consumers' trust in social commerce during national recovery plan.	P value (0.328) > 0.05	Rejected

Source: Developed for the research

## **4.4 Conclusion**

The demographic profile of all respondents was presented in descriptive analysis through tables and charts. The inferential analysis including reliability test, Pearson correlation test and multiple regression to be computed to reach different purposes.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

This chapter involved a summary that has been done in chapter 4, discussion on major findings, implications, recommendations, and a final conclusion.

### **5.1 Summary of Statistical Analysis**

According to the respondents' demographic profile in Chapter 4, 67 respondents fall at 18-25 years old while 6 respondents fall at 50 years old and above. Next, There are 100 females and 80 males which is slightly equal. Next, the largest group of respondents are private-sector employees with 87 respondents, 55 respondents are students, 22 respondents are public sector employees, 12 respondents are self-employed, and 2 respondents are retirees and unemployed. Besides, in terms of average monthly income, 67 respondents are RM1,000-RM3,000, followed by 48 respondents are RM3,000-RM5,000, 44 respondents are RM1,000 and below, and 21 respondents are RM5,000 and above. Additionally, in terms of number of years using Facebook, there are 133 respondents have used Facebook for 8 years and above, followed by 29 respondents used 5-8 years, 14 respondents used 2-5 years, and only 4 respondents used less than 2 years. Moreover, in terms of average number of visits per month on Facebook, the largest group with 153 respondents visit more than 10 times, 22 respondents visit 5-10 times, and only 5 respondents visit less than 5 times. Lastly, in terms of frequency purchased on Facebook, Most of the respondents have purchased for more than 5 times with 83 respondents, followed by 57 respondents purchased less than 2 times, and 40 respondents purchased 2-4 times.

The Cronbach's Alpha test was conducted for 20 items from five Ivs and One DV. The end result has shown all variables positioned within the range of Good, and Very Good.

In the Pearson correlation coefficient analysis, all constructs have significant associations among the key constructs. The highest correlation is between SPO and TSC with 0.711 while the lowest correlation is between ES and TSC with 0.440.

Meanwhile, multiple regression analysis has shown that SPO,SPW,SPI, IS have a relationship towards TSC, except ES.

## 5.2 Discussion on Major Findings

### 5.2.1 Social Presence of Online Brand Community (SPW)

H1: There is a significant relationship between social presence of online brand community (SPW) and consumers' trust in social commerce (TSC) during national recovery plan.

The final outcome has claimed that a relationship existed between SPW and TSC at a significant level of 0.001 (below 0.05) which is consistent with past studies' results. The consumers would generate trust in social commerce when there is an ability of online brand community to convey its sense of sociability and human warmth.

It is aligned with the result of Nadeem et al. (2020) whereby SPW influences TSC directly. It is supported by Ogonowski et al. (2014), whereby the ability of online brand community to deliver service with responsiveness to consumers is very significant. The result shows that when the s-commerce online brand community transmits the sense of human warmth increased, the trust in social commerce generated will be increase.

Besides, when online brand community exhibits behaviour that corresponds to consumers' expectations, trust will be generated (Blau, 2017). Thus, when online brand community is embodying a high degree of social presence on the webpage which is expected by consumers, would increase consumers' trust in s-commerce. Hence, H1 is supported.

### **5.2.2 Social Presence of Others (SPO)**

H2: There is a significant relationship between social presence of other (SPO) and consumers' trust in social commerce (TSC) during national recovery plan.

According to final result, there is a relationship between SPO and TSC at a significant level of 0.001 (below 0.05) which is consistent with past studies' results. The respondents believe that other consumers' buying experiences will cause their TSC to be influenced.

It is supported by Zhang and Yu (2020), that consumers make sense of the existence of other customers based on social element indicators like reviews, popularity lists, and transactional history. They may rely on indirect indications from other consumers who have explored the same page.

Besides, according to Evans et al. (2021), favorable signals by others will influence TSC. For instance, the positive reviews will create confidence and trust in consumers regarding the seller's honesty and expertise. This is because consumers are also social beings who live in a society and thus are easily impacted by the presence of other people. Hence, H2 is supported.

### **5.2.3 Social Presence of Interactions (SPI)**

H3: There is a significant relationship between social presence of interaction (SPI) and consumers' trust in social commerce (TSC) during national recovery plan.

The final outcome has claimed that a relationship existed between SPI and TSC at a significant level of 0.001 (below 0.05) which is consistent with past studies' results. When there is an interaction between sellers and consumers in social commerce is more possible to increase their TSC.

According to Lu et al. (2016), interaction by using special words and greetings words will let consumers feel the sense of human warmth in sellers. Human warmth will let consumers realize that sellers are providing good services by giving information about the product, which will eventually form trust.

It is also supported by Kim and Park (2013), whereby SPI has a relationship with TSC. It is supported by Liu et al. (2020), the interaction between sellers and buyers by using online chat tools may also generate a high social presence in social commerce. This is because of the ability of sellers to respond all the ambiguous questions about the products and able to provide the best services to consumers. Hence, H3 is supported.

#### 5.2.4 Informational Support (IS)

H4: There is a significant relationship between informational support (IS) and consumers' trust in social commerce (TSC) during national recovery plan.

The final outcome has claimed that a relationship existed between IS and TSC at a significant level of 0.034 (below 0.05) which is consistent with past studies' results. When there is informational support in s-commerce, consumers are more likely to trust.

When there is friends or community member who give information to assist in tackling the problem, consumers would increase their TSC (Hossain et al., 2020). Meanwhile, as s-commerce customers cannot have direct sensory experiences of the items through touching or scent, therefore, the recommendations, ratings, and reviews are critical as IS (Jiang et al., 2019).

It is also supported by Chen and Shen (2015) whereby ES has a relationship with TSC. When consumers obtain IS with consistent results, they will likely have faith in the sellers' benevolence and integrity, thus will eventually develop a sense of trust toward social commerce. Hence, H4 is supported.



### 5.2.5 Emotional Support (ES)

H5: There is a significant relationship between emotional support (ES) and consumers' trust in social commerce (TSC) during national recovery plan.

The final outcome has claimed that no relationship exists between ES and TSC at a significant level of 0.328 (above 0.05). The respondents believe that the emotional support (ES) from social commerce' community and friends will not influenced their trust in social commerce (TSC).

According to Leong et al. (2020), regardless of the amount of emotional support offered by s-commerce sellers, consumers' trust towards s-commerce remains unchanged. This is because the rationalized by consumers' emotional stability, which is not easily impacted by emotional support delivered by the sellers on s-commerce. Besides, this also be attributed to the fact that customers' rationality and logical thinking have surpassed their emotional thinking, particularly when it comes to purchasing decision in s-commerce (Leong et al., 2020).

Besides, according to Li (2019), emotional support has no effect on consumers' transaction expenses which has no influence on the price to purchase the product. As a result, consumers who receive emotional support from other friends and community members may be less likely to generate trust toward s-commerce. Moreover, according to Dunn and Schweitzer (2005), When people are aware of the source of their emotions or when they are highly familiar with the trustee, emotional support has no effect on their trust. Thus, H5 is rejected.

## **5.3 Implications of the Study**

### **5.3.1 Theoretical Implication**

From theoretical perspective, it aims to construct a theoretical research framework that provides a better insight into the factors that influence consumers' trust in social commerce. To strengthen the validity of this research, this study has provided numerous new theoretical contributions. Primarily, trust in s-commerce was predicted by integrating the theories of Social Presence Theory and Social Support Theory. Unlike existing studies that used either Social Presence Theory (Lu et al., 2016) or Social Support Theory (Shanmugam et al., 2016), this study combined both theories in an integrated model. This has given a new dimension of understanding of trust-building in s-commerce through social determinants that have been largely overlooked in previous studies.

### **5.3.2 Managerial Implication**

In practice, the findings of this study have given managers, CEOs, advertisers, marketers, and e-commerce participants with some important insights into trust-building in s-commerce. Since social presence of others is the most significant predictor of trust in s-commerce, it should be given greater attention and focus. For instance, the number of purchasers who have provided information about the items required to be displayed, thus prospective customers are aware that there are many other existing purchasers who have shared their purchasing experiences. Also, the number of online users who have expressed interest in the goods can also be provided to show that there are large number of other purchasers who have searched the items. Besides, Marketers and advertisers understand the significance of interactions and information exchange. For example, they may demonstrate favorable attitudes toward the consumers by incorporating human touch into their conversation and ensuring that friendly communication is preserved at all times.

## **5.4 Limitations of the Study**

Firstly, a biased result is generated due to the received data are from the respondents who are Facebook shoppers. There are still many social commerce websites or social media websites that did not cover in this study. Consequently, the result gained from only Facebook does not fully indicate the ideas of online shoppers from other social commerce websites.

Next, this study collected respondents in a single nation, which is Malaysia. This may limit the generalizability to other countries due to cultural differences. Therefore, this study may not represent consumers of other nations to have trust in social commerce.

Since this study applied quantitative analysis only, an in-depth view of the proposed topic research cannot be generated. This is because basic questions are normally to be asked in a survey method only rather than deep questioning without face-to-face communication. Thus, errors can be arisen easily due to the dubiousness on the reliability of the result.

## **5.5 Recommendations for Future Research**

Future research would be highly recommended to cover other social commerce websites or social media platforms such as Instagram, Twitter, WeChat, and TikTok. This action is to reduce the problem of biased opinions from a small group of respondents. Thus, the researcher receives fair and different outcomes about their trust in social commerce and able to conclude the study more persuasively.

Next, in future questionnaires, it should go cross-national and cross-cultural. With the deepening of globalization, integration of multicultural and collision will also have an influence on consumers' trust in social commerce. Therefore, this could get ample findings on consumers' trust in social commerce by researching different countries with different cultures.

Lastly, the future researcher can mix quantitative and qualitative studies to acquire a comprehensive perspective of the proposed topic research. This approach can be implemented by including certain open-ended questions in surveys, interviews, observations, and discussions on opinions shared by respondents. Consequently, a high reliable outcome can be obtained.

## **5.6 Conclusion**

This study is successfully conducted by aligning with the research objectives, research problem, and hypotheses formation. SPO is the most influential factor in students' trust in social commerce which means that they concentrate mainly on the other existing buyers who have shared their buying experiences through Facebook. Yet, ES has no influence on TSC due to the maturity among the consumers who are emotionally stable. Therefore, the readers or company's CEO, manager, and marketing department can better understand consumers' trust in social commerce through this study too. A social commerce entrepreneur or businessman can improve trust in consumers based on the opinions of these respondents. Lastly, the limitations that occurred in this study have motivated the researcher to further investigate.

REFERENCES

- Ahmad, F., & Karim, M. (2019). Impacts of knowledge sharing: a review and directions for future research. *Journal of Workplace Learning*.
- Al-Adwan, A. S. (2018). Novel research framework for social commerce purchase intentions. *Journal of Theoretical & Applied Information Technology*, 96(14).
- Al-Adwan, A. S., & Kokash, H. (2019). The driving forces of Facebook social commerce. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(2), 15-32.
- Algharabat, R. S., & Rana, N. P. (2021). Social commerce in emerging markets and its impact on online community engagement. *Information Systems Frontiers*, 23(6), 1499-1520.
- Ali, H. (2011). Exchanging value within individuals' networks: social support implications for health marketers. *Journal of Marketing Management*, 27(3-4), 316-335.
- Al-Tit, A. A., Omri, A., & Hadj, T. B. (2020). The driving factors of the social commerce intention of Saudi Arabia's online communities. *International Journal of Engineering Business Management*, 12, 1847979019899746.
- Ang, C. (2021, December 6). Ranked: The world's most popular social networks, and who owns them. *Visual Capitalist*. Retrieved December 25, 2021, from <https://www.visualcapitalist.com/ranked-social-networks-worldwide-by-users/>
- Baethge, C., Klier, J., & Klier, M. (2016). Social commerce—state-of-the-art and future research directions. *Electronic Markets*, 26(3), 269-290.
- Basyir, M. (2022, January 10). Govt drafting National Recovery Plan 2.0. Retrieved January 29, 2022, from <https://www.nst.com.my/news/nation/2022/01/761870/govt-drafting-national-recovery-plan-20>
- Biocca, F., Harms, C., & Burgoon, J.K. (2003). Toward a more robust theory and measure of social presence: review and suggested criteria. *Presence Teleoperators and Virtual Environments*. 12(5), 456-480.
- Blau, P. M. (2017). Exchange and power in social life. Routledge.
- Bonett, D. G., & Wright, T. A. (2014). Cronbach's alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organizational Behavior*, 36(1), 3-15.
- Chen, A., Lu, Y., & Wang, B. (2017). Customers' purchase decision-making process in social commerce: A social learning perspective. *International Journal of Information Management*, 37(6), 627-638.

- Chen, J., & Shen, X. L. (2015). Consumers' decisions in social commerce context: An empirical investigation. *Decision Support Systems*, 79, 55-64.
- Chen, Y., Wang, Q., & Xie, J. (2011). Online social interactions: A natural experiment on word of mouth versus observational learning. *Journal of marketing research*, 48(2), 238-254.
- Cherry, K. (2021, February 20). Attitude and behavior in psychology. *Verywell Mind*. Retrieved April 1, 2022, from <https://www.verywellmind.com/attitudes-how-they-form-change-shape-behavior-2795897>
- Chui, M., Manyika, J., & Bughin, J. (2012). *The social economy: Unlocking value and productivity through social technologies*. McKinsey Global Institute.
- Chun, J. W., & Lee, M. J. (2017). When does individuals' willingness to speak out increase on social media? Perceived social support and perceived power/control. *Computers in Human Behavior*, 74, 120-129.
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). Social commerce success: Antecedents of purchase intention and the mediating role of trust. *Journal of Internet Commerce*, 19(3), 262-297.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 13(3), 319-340.
- DeCarlo, M. (2021, April 29). Inductive and deductive reasoning. *Social Science LibreTexts*. Retrieved March 3, 2022, from [https://socialsci.libretexts.org/Bookshelves/Social\\_Work\\_and\\_Human\\_Services/Scientific\\_Inquiry\\_in\\_Social\\_Work\\_\(DeCarlo\)/06%3A\\_Linking\\_Methods\\_with\\_Theory/6.03%3A\\_Inductive\\_and\\_deductive\\_reasoning](https://socialsci.libretexts.org/Bookshelves/Social_Work_and_Human_Services/Scientific_Inquiry_in_Social_Work_(DeCarlo)/06%3A_Linking_Methods_with_Theory/6.03%3A_Inductive_and_deductive_reasoning)
- Diego, S., & London. (2022, April 19). SimplicityDX publishes 2022 state of social commerce impact study. Retrieved April 21, 2022, from [https://www.wvnews.com/news/around\\_the\\_web/simplicitydx-publishes-2022-state-of-social-commerce-impact-study/article\\_3df80a1c-c192-514e-9c86-fef3f5197bd0.html](https://www.wvnews.com/news/around_the_web/simplicitydx-publishes-2022-state-of-social-commerce-impact-study/article_3df80a1c-c192-514e-9c86-fef3f5197bd0.html)
- Dudovskiy, J. (2016). The ultimate guide to writing a dissertation in business studies: A step-by-step assistance. *Pittsburgh, USA*, 51.
- Dunn, J. R., & Schweitzer, M. E. (2005). Feeling and believing: the influence of emotion on trust. *Journal of Personality and Social Psychology*, 88(5), 736.
- Dwivedi, Y. K., Ismagilova, E., Sarker, P., Jeyaraj, A., Jadil, Y., & Hughes, L. (2021). A meta-analytic structural equation model for understanding social commerce adoption. *Information Systems Frontiers*, 1-17.
- Evans, A. M., Stavrova, O., & Rosenbusch, H. (2021). Expressions of doubt and trust in online user reviews. *Computers in Human Behavior*, 114, 106556.

- Fan, J., Zhou, W., Yang, X., Li, B., & Xiang, Y. (2019). Impact of social support and presence on swift guanxi and trust in social commerce. *Industrial Management & Data Systems*.
- Farivar, S., Turel, O., & Yuan, Y. (2017). A trust-risk perspective on social commerce use: an examination of the biasing role of habit. *Internet Research*.
- Godefroy, J. & Li, B. (2021, September 9). The rise and rise of 'social commerce'. Retrieved November 3, 2021, from <https://www.lexology.com/library/detail.aspx?g=0db32aa7-6d81-4988-b9cd-b7f9b73491be>
- Grand View Research. (2022, April). Social commerce market size, share & trends analysis report by business model (B2B, B2C, C2C), by product type (personal & beauty care, apparel, accessories), by region, and segment forecasts, 2022-2030. Retrieved April 23, 2022, from <https://www.grandviewresearch.com/industry-analysis/social-commerce-market#>
- Grange, C., Benbasat, I., & Burton-Jones, A. (2020). A network-based conceptualization of social commerce and social commerce value. *Computers in Human Behavior*, 108, 105855.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th ed.). United Kingdom: Cengage Learning.
- Hair, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.
- Hajli, M. (2013). A research framework for social commerce adoption. *Information Management & Computer Security*.
- Hajli, M. N. (2014). The role of social support on relationship quality and social commerce. *Technological Forecasting and Social Change*, 87, 17-27.
- Hajli, M., Hajli, M., & Khani, F. (2013, April). Establishing trust in social commerce through social word of mouth. In *7th International Conference on e-Commerce in Developing Countries: with focus on e-Security* (pp. 1-22). IEEE.
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35(2), 183-191.
- Hammouri, Q., & Abu-Shanab, E. (2017, May). The antecedents of trust in social commerce. In *2017 8th International Conference on Information Technology (ICIT)* (pp. 648-652). IEEE.
- Hassan, M., Iqbal, Z., & Khanum, B. (2018). The role of trust and social presence in social commerce purchase intention. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 12(1), 111-135.



- Hassanein, K., Head, M., & Ju, C. (2009). A cross-cultural comparison of the impact of social presence on website trust, usefulness and enjoyment. *International Journal of Electronic Business*, 7(6), 625-641.
- Herrando, C., Jiménez-Martínez, J., Hoyos, M. D., & José, M. (2021). The Mediated Effect of Social Presence on Social Commerce WOM Behavior. *Information*, 12(12), 498.
- Highlights of the National Recovery Plan*. (2021, June). Retrieved December 12, 2021, from <https://www.theedgemarkets.com/article/highlights-national-recovery-plan>
- Hossain, M., Jahan, N., & Kim, M. (2020). A mediation and moderation model of social support, relationship quality and social commerce intention. *Sustainability*, 12(23), 9889.
- Hudson, M. (2020, June 23). What is Social Media?. *The Balance Small Business*. Retrieved November 22, 2021, from <https://www.thebalancesmb.com/what-is-social-media-2890301>
- Introduction to social media*. (n.d.). University of South Florida. Retrieved November 22, 2021 from <https://www.usf.edu/ucm/marketing/intro-social-media.aspx>
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*.
- Jiang, C., Rashid, R. M., & Wang, J. (2019). Investigating the role of social presence dimensions and information support on consumers' trust and shopping intentions. *Journal of Retailing and Consumer Services*, 51, 263-270.
- Johnson, J. (2021, September 10). Global digital population as of January 2021. Retrieved November 22, 2021 from <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531-558.
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33(2), 318-332.
- Kwok, S. L. (2011). *Tactics Driving Online Customer Engagement with Food and Beverage Brands Through Social Media* (Doctoral dissertation, Oxford Brookes University).
- Lal, P. (2017). Analyzing determinants influencing an individual's intention to use social commerce website. *Future Business Journal*, 3(1), 70-85.

- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: online trust, perceived risk, and purchase intentions. *Frontiers in Psychology, 11*, 890.
- Leong, L. Y., Hew, T. S., Ooi, K. B., & Chong, A. Y. L. (2020). Predicting the antecedents of trust in social commerce—A hybrid structural equation modeling with neural network approach. *Journal of Business Research, 110*, 24-40.
- Li, C. Y. (2019). How social commerce constructs influence customers' social shopping intention? An empirical study of a social commerce website. *Technological Forecasting and Social Change, 144*, 282-294.
- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International Journal of Electronic Commerce, 16*(2), 69-90.
- Lin, X., Wang, X., & Hajli, N. (2019). Building e-commerce satisfaction and boosting sales: The role of social commerce trust and its antecedents. *International Journal of Electronic Commerce, 23*(3), 328-363.
- Linda, S. L. A. I. (2010). Social commerce—e-commerce in social media context. *World Academy of Science Engineering and Technology, 72*, 39-44.
- Liu, G., Fei, S., Yan, Z., Wu, C. H., & Tsai, S. B. (2020). An empirical study on response to online customer reviews and E-commerce sales: from the mobile information system perspective. *Mobile Information Systems, 2020*.
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human behavior, 56*, 225-237.
- Makmor, N., Alam, S. S., & Aziz, N. A. (2018). Social support, trust and purchase intention in social commerce era. *International Journal Supply Chain Management, 7*(5), 572-581.
- Malaysia 4<sup>th</sup> largest world market for social commerce adopters. (2017). Marketing Magazine. Retrieved November 23, 2021, from <https://marketingmagazine.com.my/malaysia-4th-largest-world-market-for-social-commerce-adopters/>
- Manzoor, U., Baig, S. A., Hashim, M., & Sami, A. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of Customer Trust. *International Journal of Entrepreneurial Research, 3*(2), 41-48.
- Molinillo, S., Liébana-Cabanillas, F., & Anaya-Sánchez, R. (2018). A social commerce intention model for traditional e-commerce sites. *Journal of theoretical and applied electronic commerce research, 13*(2), 80-93.
- Müller, J. (2021a, August 17). Number of internet users in Malaysia from 2010 to 2020 and a forecast up to 2025. Retrieved November 21, 2021, from

<https://www.statista.com/statistics/553752/number-of-internet-users-in-malaysia/>

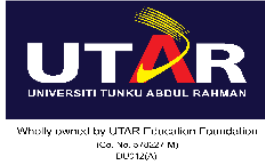
- Müller, J. (2021b, April 07). Share of internet users using social media in Malaysia as of May 2020, by platform. Retrieved November 21, 2021, from <https://www.statista.com/statistics/973439/malaysia-internet-users-using-social-media/>
- Nadeem, W., Khani, A. M., Schultz, C. D., Adam, N. A., Attar, R. W., & Hajli, N. (2020). How social presence drives commitment and loyalty with online brand communities? the role of social commerce trust. *Journal of Retaining and Consumer Services*, 55, 102136.
- National Recovery Plan (NRP) Official Portal. (2021). Retrieved December 12, 2021, from <https://pelanpemukihannegara.gov.my/faq-en.html>
- Noori, A. S., Hashim, K. F., & Yusof, S. A. M. (2016). The conceptual relation of electronic word-of-mouth, commitment and trust in influencing continuous usage of social commerce. *International Review of Management and Marketing*, 6(7), 226-230.
- Ogonowski, A., Montandon, A., Botha, E., & Reyneke, M. (2014). Should new online stores invest in social presence elements? The effect of social presence on initial trust formation. *Journal of Retailing and Consumer Services*, 21(4), 482-491.
- Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift guanxi in online marketplaces: The role of computer-mediated communication technologies. *MIS quarterly*, 38(1), 209-230.
- Pregoner, J. D., Opalla, I. L., Uy, J. D., & Palacio, M. (2020). Customers' Perception on the Trustworthiness of Electronic Commerce: A Qualitative Study.
- Rajack, J. (2020, February 11). Social commerce in Southeast Asia: Malaysia. *Click Insights*. Retrieved November 23, 2021, from <https://www.clickinsights.asia/post/social-commerce-in-southeast-asia-malaysia>
- Rao, Y., Saleem, A., Saeed, W., & Haq, J. U. (2021). Online consumer satisfaction during COVID-19: perspective of a developing country. *Frontiers in Psychology*, 12.
- Schiemann, S. J., Mühlberger, C., Schoorman, F. D., & Jonas, E. (2019). Trust me, I am a caring coach: The benefits of establishing trustworthiness during coaching by communicating benevolence. *Journal of Trust Research*, 9(2), 164-184.
- Sharma, S., Menard, P., & Mutchler, L. A. (2019). Who to trust? Applying trust to social commerce. *Journal of Computer Information Systems*, 59(1), 32-42.

- Sharma, V. (2021, October 03). Social commerce booming in Asia with live-stream shopping growth. *Inside Retail*. Retrieved November 23, 2021, from <https://insideretail.asia/2021/10/03/social-commerce-booming-in-asia-with-live-stream-shopping-growth/>
- Sheikh, Z., Yezheng, L., Islam, T., Hameed, Z., & Khan, I. U. (2019). Impact of social commerce constructs and social support on social commerce intentions. *Information Technology and People*, 32(1), 68-93.
- Social Media Penetration in Malaysia [Research]*. (2021, September 29). Retrieved November 23, 2021, from <https://digital-business-lab.com/2021/09/%E2%91%A1-social-media-penetration-in-malaysia-research/>
- Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., & Donthu, N. (2017). What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, 62, 77-87.
- The World Bank. (2021). Retrieved November 21, 2021, from [https://datacommons.org/place/country/MYS?utm\\_medium=explore&mprop=count&popt=Person&cpv=isInternetUser%2CTrue&hl=en](https://datacommons.org/place/country/MYS?utm_medium=explore&mprop=count&popt=Person&cpv=isInternetUser%2CTrue&hl=en)
- Tsai, J. C. A., & Hung, S. Y. (2019). Examination of community identification and interpersonal trust on continuous use intention: evidence from experienced online community members. *Information & Management*, 56(4), 552-569.
- Uyanık, G. K., & Güler, N. (2013). A study on multiple linear regression analysis. *Procedia-Social and Behavioral Sciences*, 106(1), 234-240.
- Weisberg, J., Te'eni, D., & Arman, L. (2011). Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust. *Internet research*.
- Wong, K. (2020, March 03). What is social commerce and its benefits to businesses in Malaysia? *Site giant*. Retrieved November 23, 2021, from <https://www.sitegiant.my/what-is-social-commerce-and-its-benefits-to-business-in-malaysia/>
- Xiang, H., Chau, K. Y., Iqbal, W., Irfan, M., & Dagar, V. (2022). Determinants of Social Commerce Usage and Online Impulse Purchase: Implications for Business and Digital Revolution. *Frontiers in Psychology*, 13, 837042-837042.
- Yahia, I. B., Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41, 11-19.
- Yan, S. R., Zheng, X. L., Wang, Y., Song, W. W., & Zhang, W. Y. (2015). A graph-based comprehensive reputation model: Exploiting the social context of

- opinions to enhance trust in social commerce. *Information Sciences*, 318, 51-72.
- Yang, X. (2021). Exchanging social support in social commerce: The role of peer relations. *Computers in Human Behavior*, 124, 106911.
- Yeon, J., Park, I., & Lee, D. (2019). What creates trust and who gets loyalty in social commerce? *Journal of Retailing and Consumer Services*, 50, 138–144.
- Yin, X., Wang, H., Xia, Q., & Gu, Q. (2019). How social interaction affects purchase intention in social commerce: A cultural perspective. *Sustainability*, 11(8), 2423.
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information and Management*, 51(8), 1017-1030.
- Zhang, K. Z., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision support systems*, 86, 95-108.
- Zhang, X., & Yu, X. (2020). The impact of perceived risk on consumers' cross-platform buying behavior. *Frontiers in Psychology*, 2835.

APPENDIX

**Appendix A: Questionnaire**



**UNIVERSITI TUNKU ABDUL RAHMAN  
FACULTY OF ACCOUNTANCY AND MANAGEMENT  
BACHELOR OF INTERNATIONAL BUSINESS (HONS)**

**FINAL YEAR RESEARCH PROJECT:**

**A Study on the Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Day.**

Dear respondents,

I am a final year student from Universiti Tunku Abdul Rahman who currently pursuing Bachelor of International Business (Hons). I am conducting a survey to study on the influencing power of social presence and social support towards trust on social commerce during National Recovery Plan.

I wish if you could spend around 10 minutes of your valuable time to complete the survey questions. There are no wrong responses to any of these statements. Please answer all the questions as I greatly value your thoughts and beliefs.

Your participation will greatly contribute to the success of the survey. We deeply appreciate your help in participating in this survey and your survey responses will be kept totally PRIVATE and CONFIDENTIAL, and all survey data will be presented only in aggregate and purely for academic purposes. If you have any questions or concerns regarding my study, please do not hesitate to contact me via [ltwee2000@utar.my](mailto:ltwee2000@utar.my).

Again, thank you for participating to allow this survey to be completed successfully.

Yours truly,  
Lai Tze Wee

**Section A: Demographic information**

Please choose the relevant answer and each questions requires only ONE answer.

1. Age:

- ☐ 18-25 years old
- ☐ 26-33 years old
- ☐ 34-41 years old
- ☐ 42-49 years old
- ☐ 50 years old and above

2. Gender:

- ☐ Male
- ☐ Female

3. Occupation:

- ☐ Student
- ☐ Private sector employee
- ☐ Public sector employee
- ☐ Unemployed
- ☐ Self-employed
- ☐ Retiree

4. Average monthly income

☐RM1,000 and below

☐RM1,000-RM3,000

☐RM3,000-RM5,000

☐RM5,000 and above

5. I've been using Facebook for

☐Less than 2 years

☐2-5 years

☐5-8 years

☐8 years and above

6. Average number of visits per month on Facebook

☐Less than 5 times

☐5-10 times

☐More than ten times

7. I have been purchasing on Facebook for

☐Less than 2 times

☐2-4 times

☐More than 5 times



**Section B: Construct Measurement**

The following set of statements is seeking your opinion related to the influencing power of social presence and social support towards trust on social commerce during national recovery plan. Kindly select the most appropriate alternative that suits your best at the scale from 1 to 5 for each of the following statements below.

1= Strongly Disagree

2= Disagree

3= Neutral

4= Agree

5= Strongly Agree

No	<b>Trust in Social Commerce (TSC)</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The seller on Facebook is trustworthy.	1	2	3	4	5
2	I trust that the Facebook seller keeps my best interests in mind.	1	2	3	4	5
3	The Facebook seller will keep its promises.	1	2	3	4	5
4	I believe in the information that the Facebook seller provides.	1	2	3	4	5
5	The Facebook seller wants to be known as a person that keeps his/her promises and commitments.	1	2	3	4	5

No	<b>Social Presence of Online Brand Community (SPW)</b>	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	There is a sense of human contact in the xxx's online brand community seller on Facebook.	1	2	3	4	5
2	There is a sense of human warmth in xxx's online brand community seller on Facebook.	1	2	3	4	5
3	There is a sense of sociability in xxx's online brand community seller on Facebook.	1	2	3	4	5

**The Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Plan**

---

No	Social Presence of Others (SPO)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I able to sense other Facebook friends/community who are interested in the product on Facebook.	1	2	3	4	5
2	I able to sense other Facebook friends/community who provide information about the product on Facebook.	1	2	3	4	5
3	I able to sense other Facebook friends/community who have bought the product on Facebook.	1	2	3	4	5

**The Influencing Power of Social Presence and Social Support towards Trust on Social  
Commerce During National Recovery Plan**

---

No	Social Presence of Interaction (SPI)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I able to sense the attitude of seller by interacting with them on Facebook.	1	2	3	4	5
2	I able to sense the human touch when communicating with seller on Facebook.	1	2	3	4	5
3	I able to imagine how seller may look like by interacting with them on Facebook.	1	2	3	4	5

**The Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Plan**

---

No	Informational Support (IS)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	When I need assistance, Facebook friends/community offer me suggestions.	1	2	3	4	5
2	When I encountered a problem, Facebook friends/community would give me information to solve my problems.	1	2	3	4	5
3	When faced with difficulties, Facebook friends/community help me to discover the cause and provide me with suggestions.	1	2	3	4	5

**The Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Plan**

---

No	Emotional Support (ES)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I able to sense that Facebook friends/community stand in the same line with me when faced with difficulties.	1	2	3	4	5
2	I able to sense that Facebook friends/community comforted and encouraged me when faced with difficulties.	1	2	3	4	5
3	I able to sense that Facebook friends/community expressed interest and concern for my well-being.	1	2	3	4	5

**Thank you for your time to complete this survey. Your responses and participant are sincerely appreciated.**

## **Appendix B: Origin of Construct Measurement**

Construct	Sample Item	Modification
<b>Trust in social commerce (TSC)</b>  Author: (Leong et al, 2020)	1. The seller in s-commerce is trustworthy.	1. The seller on Facebook is trustworthy.
	2. I trust that the s-commerce seller keeps my best interests in mind.	2. I trust that the Facebook seller keeps my best interests in mind.
	3. This s-commerce seller will keep its promises.	3. The Facebook seller will keep its promises.
	4. I believe in the information that this s-commerce seller provides.	4. I believe in the information that the Facebook seller provides.
	5. This s-commerce seller wants to be known as a person that keeps his/her promises and commitments.	5. The Facebook seller wants to be known as a person that keeps his/her promises and commitments.
<b>Social Presence of Online Brand Community (SPW)</b>  Author: (Leong et al, 2020)  Author: (Lu et al, 2016)	1. There is a sense of human contact in the xxx's online brand community.	1. There is a sense of human contact in the xxx's online brand community seller on Facebook.
	2. There is a sense of human warmth in xxx's online brand community.	2. There is a sense of human warmth in xxx's online brand community seller on Facebook.
	3. There is a sense of sociability in the web of the seller.	3. There is a sense of sociability in xxx's online brand community seller on Facebook.
<b>Social Presence of Others (SPO)</b>	1. There are many others buyers feel interested with the product.	1. I able to sense other Facebook friends/community who

**The Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Plan**

<p>Author: (Lu et al, 2016)</p>		are interested in the product on Facebook.
	2. There are many others buyers sharing information regarding with the product.	2. I able to sense other Facebook friends/community who provide information about the product on Facebook.
	3. There are many others who have bought the product.	3. I able to sense other Facebook friends/community who have bought the product on Facebook.
<p><b>Social Presence of Interaction (SPI)</b></p> <p>Author: (Lu et al, 2016)</p> <p>Author: (Nadeem et al, 2020)</p>	1. I can make sense of the attitude of sellers by interacting with them via their xxx's online brand community.	1. I able to sense the attitude of seller by interacting with them on Facebook.
	2. I can make sense of the attitude of sellers by interacting with them via their xxx's online brand community.	2. I able to sense the human touch when communicating with seller on Facebook.
	3. I can imagine how they may look like by interacting with them via Aliwangwang	3. I able to imagine how seller may look like by interacting with them on Facebook.
<p><b>Informational Support (IS)</b></p> <p>Author: (Yang, 2021)</p>	1. In WeChat, some friends offer suggestions when I need help.	1. When I need assistance, Facebook friends/community offer me suggestions.
	2. When I encountered a problem, some friends on WeChat gave me	2. When I encountered a problem, Facebook friends/community would



	information to help me overcome the problem.	give me information to solve my problems.
	3. When faced with difficulties, some friends on WeChat help me to discover the cause and provide suggestions.	3. When faced with difficulties, Facebook friends/community help me to discover the cause and provide me with suggestions.
<b>Emotional Support (ES)</b>  Author: (Leong et al, 2020)	1. When faced with difficulties, some people on the s-commerce site are on my side with me.	1. I able to sense that Facebook friends/community stand in the same line with me when faced with difficulties.
	2. When faced with difficulties, some people on the s-commerce site comforted and encouraged me.	2. I able to sense that Facebook friends/community comforted and encouraged me when faced with difficulties.
	3. When faced with difficulties, some people on the s-commerce site expressed interest and concern in my well-being.	3. I able to sense that Facebook friends/community expressed interest and concern for my well-being.

## **Appendix C: SPSS Outputs**

### **1. SPSS Output: Demographic Profile and General Information of the Respondents**

		<b>Age</b>		<b>Valid Percent</b>	<b>Cumulative Percent</b>
		<b>Frequency</b>	<b>Percent</b>		
<b>Valid</b>	18-25 years old	67	37.2	37.2	37.2
	26-33 years old	63	35.0	35.0	72.2
	34-41 years old	28	15.6	15.6	87.8
	42-49 years old	16	8.9	8.9	96.7
	50 years old and above	6	3.3	3.3	100.0
	<b>Total</b>	<b>180</b>	<b>100.0</b>	<b>100.0</b>	

		<b>Gender</b>		<b>Valid Percent</b>	<b>Cumulative Percent</b>
		<b>Frequency</b>	<b>Percent</b>		
<b>Valid</b>	Male	80	44.4	44.4	44.4
	Female	100	55.6	55.6	100.0
	<b>Total</b>	<b>180</b>	<b>100.0</b>	<b>100.0</b>	

		<b>Occupation</b>		<b>Valid Percent</b>	<b>Cumulative Percent</b>
		<b>Frequency</b>	<b>Percent</b>		
<b>Valid</b>	Student	55	30.6	30.6	30.6
	Private sector employee	87	48.3	48.3	78.9
	Public sector employee	22	12.2	12.2	91.1
	Unemployed	2	1.1	1.1	92.2
	Self-employed	12	6.7	6.7	98.9
	Retiree	2	1.1	1.1	100.0
	<b>Total</b>	<b>180</b>	<b>100.0</b>	<b>100.0</b>	

**The Influencing Power of Social Presence and Social Support towards Trust on Social Commerce During National Recovery Plan**

**Average Monthly Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1,000 and below	44	24.4	24.4	24.4
	RM1,000- RM3,000	67	37.2	37.2	61.7
	RM3,000- RM5,000	48	26.7	26.7	88.3
	RM5,000 and above	21	11.7	11.7	100.0
	Total	180	100.0	100.0	

**I've Been Using Facebook For**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 years	4	2.2	2.2	2.2
	2-5 years	14	7.8	7.8	10.0
	5-8 years	29	16.1	16.1	26.1
	8 years and above	133	73.9	73.9	100.0
	Total	180	100.0	100.0	

**Average Number of visits Per Month on Facebook**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	5	2.8	2.8	2.8
	5-10 times	22	12.2	12.2	15.0
	More than 10 times	153	85.0	85.0	100.0
	Total	180	100.0	100.0	

**I've been Purchasing on Facebook for**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 2 times	57	31.7	31.7	31.7
	2-4 times	40	22.2	22.2	53.9
	More than 5 times	83	46.1	46.1	100.0
	Total	180	100.0	100.0	

## **2. SPSS Output: Descriptive Statistics**

<b>Descriptive Statistics</b>					
	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
TSC	180	2.60	5.00	4.3433	.64894
SPW	180	1.67	5.00	4.2685	.64691
SPO	180	3.00	5.00	4.2574	.56466
SPI	180	1.67	5.00	4.2537	.69436
IS	180	2.67	5.00	4.3444	.57021
ES	180	1.67	5.00	4.1519	.73430
Valid N (listwise)	180				

### **3. SPSS Output: Reliability Test for Pilot Test**

#### **(i) Trust in Social Commerce (TSC)**

##### **Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
.806	5

#### **(ii) Social presence of Online Brand Community (SPW)**

##### **Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
.796	3

**(iii) Social presence of Others (SPO)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.805	3

**(iv) Social presence of Interaction (SPI)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.809	3

**(v) Informational Support (IS)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.815	3

**(vi) Emotional Support (ES)**

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.625	3



#### **4. SPSS Output: Reliability Test & Item Statistic for Actual Result**

##### **(i) Trust in Social Commerce (TSC)**

##### **Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

##### **Reliability Statistics**

Cronbach's Alpha	N of Items
.889	5

##### **Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TSC1	17.29	7.114	.707	.870
TSC2	17.37	6.971	.755	.860
TSC3	17.36	6.957	.756	.859
TSC4	17.46	6.607	.762	.858
TSC5	17.39	6.976	.676	.878

##### **Item Statistics**

	Mean	Std. Deviation	N
TSC1	4.42	.755	180
TSC2	4.35	.751	180
TSC3	4.36	.753	180
TSC4	4.26	.826	180
TSC5	4.33	.811	180

##### **Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
21.72	10.528	3.245	5

**(ii) Social presence of Online Brand Community (SPW)**

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.825	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SPW1	8.59	1.819	.650	.791
SPW2	8.51	1.704	.688	.754
SPW3	8.51	1.938	.717	.732

**Item Statistics**

	Mean	Std. Deviation	N
SPW1	4.22	.772	180
SPW2	4.29	.796	180
SPW3	4.29	.683	180

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.81	3.766	1.941	3

**(iii) Social presence of Others (SPO)**

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.749	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SPO1	8.52	1.357	.627	.606
SPO2	8.49	1.525	.540	.707
SPO3	8.53	1.423	.566	.679

**Item Statistics**

	Mean	Std. Deviation	N
SPO1	4.25	.700	180
SPO2	4.28	.671	180
SPO3	4.24	.704	180

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.77	2.870	1.694	3

**(iv) Social presence of Interaction (SPI)**

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.856	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SPI1	8.47	2.072	.760	.769
SPI2	8.51	2.140	.682	.841
SPI3	8.54	1.992	.744	.782

**Item Statistics**

	Mean	Std. Deviation	N
SPI1	4.29	.767	180
SPI2	4.25	.790	180
SPI3	4.22	.807	180

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.76	4.339	2.083	3

**(v) Informational Support (IS)**

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.773	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IS1	8.70	1.474	.564	.743
IS2	8.67	1.419	.637	.661
IS3	8.70	1.451	.623	.677

**Item Statistics**

	Mean	Std. Deviation	N
IS1	4.33	.701	180
IS2	4.37	.684	180
IS3	4.33	.677	180

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
13.03	2.926	1.711	3

**(vi) Emotional Support (ES)**

**Case Processing Summary**

		N	%
Cases	Valid	180	100.0
	Excluded <sup>a</sup>	0	.0
	Total	180	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.862	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ES1	8.31	2.294	.749	.796
ES2	8.31	2.294	.749	.796
ES3	8.29	2.329	.715	.827

**Item Statistics**

	Mean	Std. Deviation	N
ES1	4.14	.826	180
ES2	4.14	.826	180
ES3	4.17	.836	180

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12.46	4.853	2.203	3

### 5. SPSS Output: Person's Correlation Analysis

		<b>Correlations</b>					
		<b>TSC</b>	<b>SPW</b>	<b>SPO</b>	<b>SPI</b>	<b>IS</b>	<b>ES</b>
<b>TSC</b>	Pearson Correlation	1	.669**	.711**	.660**	.645**	.440**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	180	180	180	180	180	180
<b>SPW</b>	Pearson Correlation	.669**	1	.642**	.639**	.672**	.510**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	180	180	180	180	180	180
<b>SPO</b>	Pearson Correlation	.711**	.642**	1	.646**	.683**	.538**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	180	180	180	180	180	180
<b>SPI</b>	Pearson Correlation	.660**	.639**	.646**	1	.593**	.472**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	180	180	180	180	180	180
<b>IS</b>	Pearson Correlation	.645**	.672**	.683**	.593**	1	.580**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	180	180	180	180	180	180
<b>ES</b>	Pearson Correlation	.440**	.510**	.538**	.472**	.580**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	180	180	180	180	180	180

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 6. SPSS Output: Multiple Regression Analysis

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 <sup>a</sup>	.621	.610	.40502

a. Predictors: (Constant), ES, SPI, SPW, SPO, IS

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.839	5	9.368	57.105	.000 <sup>b</sup>
	Residual	28.543	174	.164		
	Total	75.382	179			

a. Dependent Variable: TSC

b. Predictors: (Constant), ES, SPI, SPW, SPO, IS

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.228	.255		.896	.372
	SPW	.229	.071	.228	3.229	.001
	SPO	.391	.083	.341	4.700	.000
	SPI	.214	.063	.229	3.412	.001
	IS	.179	.084	.157	2.139	.034
	ES	-.052	.053	-.059	-.982	.328

a. Dependent Variable: TSC