



**THE FACTOR OF ONLINE PURCHASE INTENTION AMONG UTEM
STUDENT IN POST COVID.**



LIM JIA ZHENG

(B061910492)

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

I hereby acknowledge that this project paper has been accepted as part of fulfilment for the degree of BACHELOR OF TECHNOLOGY MANAGEMENT (TECHNOLOGY INNOVATION) WITH HONORS.

SIGNATURE :



NAME OF SUPERVISOR : DR HAZMILAH BINTI HASAN

DATE : 30 JANUARY 2023

SIGNATURE :



NAME OF PANEL : DR. NABIL HASAN SALEH AL-KUMAIM

DATE : 30 JANUARY 2023

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LIM JIA ZHENG

This thesis is submitted in partial fulfilment of the requirements for the award of

Bachelor of Technology Management (Technology Innovation) with Honors



16 JANUARY 2023

DECLARATION OF ORIGINAL WORK

I hereby declare that all the work of this thesis entitled “THE FACTOR OF ONLINE PURCHASE INTENTION AMONG UTEM STUDENT IN POST COVID” is original done by myself and no portion of the work encompassed in this research project proposal has been submitted in support of any application for any other degree or qualification of this or any other institute or university of learning.

SIGNATURE : 

NAME : LIM JIA ZHENG

DATE : 16 JANUARY 2023



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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

DEDICATION

I would like to express my gratitude for my devoted family members, who helped me with my education and encouraged me to pursue a degree. Furthermore, I want to convey my sincere thanks to my friends, my professor, Dr. Hazmilah binti Hasan, who is also my project supervisor for my senior project. Throughout my investigation, they have offered me complete assistance and guidance. It is difficult to do this study in a short amount of time without their support and encouragement.



ACKNOWLEDGEMENT

First and foremost, I want to thank God for blessing me with excellent health, strength, and opportunity to effectively gain information so that I can do this Final Year Project (FYP) within the allotted time. I want to express my gratitude to my parents for their understanding and perseverance while they waited for me to finish my degree. I also like to sincerely thank my pals for their prompt recommendations for this study effort. They offered a great deal of information that was useful for carrying out this study. It enables me to do this study project more quickly.

Second, I would like to thank my beloved supervisor Dr. Hazmilah binti Hasan for all of her assistance, guidance, oversight, and support. For two semesters in the 2022–2023 academic year, she gently guided and helped me. As part of my panel research, Dr. Nabil Hasan Saleh Al-Kumaim generously shared his expertise and experience in research methodology, and for that, I genuinely appreciate and thank him. For me to successfully carry out my study assignment, his advice have been helpful.

Last but not least, I would like to express my appreciation to all respondents who had contributed their time and efforts in filling the questionnaires. They had provided valuable feedbacks that assist me in finishing this research. With the assistance and supports from the respondents, I have successfully fulfilled all the components of a questionnaire. Once again, I am grateful and honestly thankful to all.

ABSTRACT

Purchase intention is referring to the probability that a customer will buy a product or service. Before pandemic Covid-19 start, they are preferring walk in store rather than online purchasing this is because, seeking physical product is more safety. Since the Covid-19 pandemic, online purchasing behaviour has become more popular because due to the pandemic most of the people are stay at home, so the purchase intention among UTEM student will be increase during the pandemic. After Covid-19 pandemic, the consumers are already fit in to the online purchasing so they are more preferring this method. This study used quantitative approaches to find out how UTEM students rated their purchasing intentions before and after Covid-19. To complete this study, a measuring instrument in the form of a questionnaire was used, and it was supplied to the research location, Faculty of Technology Management & Technopreneurship (FPTT) UTEM, Melaka. The information gathered from the form a convenience sample of UTeM Students as respondents which total up into 196 respondents. Social media marketing, online purchasing platform services, payment gateway services are the three constructs in the survey have a significant relationship to the online purchase intention.



Keyword: Purchase intention, Post Covid-19, Social media marketing, Online purchasing platform services, payment gateway services.

ABSTRAK (BAHASA MALAYSIA VERSI)

Niat membeli merujuk kepada kebarangkalian bahawa pelanggan akan membeli produk atau perkhidmatan. Sebelum wabak Covid-19 bermula, mereka lebih suka berjalan di kedai daripada membeli dalam talian ini kerana, mencari produk fizikal adalah lebih selamat. Sejak pandemik Covid-19, gelagat pembelian dalam talian menjadi lebih popular kerana disebabkan pandemik itu kebanyakan orang tinggal di rumah, jadi niat membeli dalam kalangan pelajar UTEM akan meningkat semasa pandemik. Selepas pandemik Covid-19, pengguna sudah sesuai dengan pembelian dalam talian jadi mereka lebih memilih kaedah ini. Kajian ini menggunakan pendekatan kuantitatif untuk mengetahui cara pelajar UTEM menilai niat membeli mereka sebelum dan selepas Covid-19. Bagi melengkapkan kajian ini, satu alat pengukur dalam bentuk soal selidik telah digunakan, dan dibekalkan ke lokasi penyelidikan, Fakulti Pengurusan Teknologi & Keusahawanan Tekno (FPTT) UTEM, Melaka. Maklumat yang diperolehi daripada borang sampel kemudahan pelajar UTeM sebagai responden seramai 196 orang responden. Pemasaran media sosial, perkhidmatan platform pembelian dalam talian, perkhidmatan gerbang pembayaran adalah tiga binaan dalam tinjauan yang mempunyai hubungan yang signifikan dengan niat pembelian dalam talian.

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Kata kunci: Niat membeli, Selepas Covid-19, Pemasaran media sosial, Perkhidmatan platform pembelian dalam talian, perkhidmatan gerbang pembayaran.

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CHAPTER 1

1.0 Introduction

In this chapter, the overview of the study will be discussed. The statement of the problem will be stated and explained. However, the research questions will be followed by the goals that the study must attain. In addition, the scope and constraints of the study will be determined to determine who will do it and what technique will be used. The importance of the study will also be emphasised, to inform readers about how this research will benefit future researchers and students. Lastly, a summary of this chapter will be presented at the last part of Chapter 1.

1.1 Background of Study

Online purchase intention is referring to the probability that a customer will buy a product or service. Marketers employ predictive models to determine the probability of an event occurring based on previous data to estimate buying intention. In general, the modelling relies on a core set of characteristics, including as demographics, website engagement, purchasing history, interaction with marketing messages, business-to-business marketing, webcasts, and event attendance.

Assessing purchase intention entails combining data from several sources to determine which variables have the most influence. This information is utilised to inform marketing plans as well as improve communications across various communication and marketing platforms. One of the most significant goals of analysing purchase intent is to learn more about the success of offline and online media campaigns, including whether the money spent on sales promotion yields a reasonable return on investment (ROI) (Dinner Isaac, 2014). The ultimate purpose of purchase intent analysis is to provide the appropriate message to the appropriate audience at the appropriate moment (Lim Xin Jean, etc. al 2017).

The COVID-19 pandemic began in late 2019 in Wuhan, China, and has resulted in significant fatality rates all around the world. The infectious and lethal pandemic has been labelled a pandemic by the World Health Organization (WHO) (Enitan S. S. etc. al 2020). As a result, the concerned nations have imposed Mobility Control Orders (MCOs) and other limitations on movement. In social and commercial settings, the pandemic has indeed resulted in a “new normal.” Because infection prevention necessitates changes in lifestyle and business operations, the “new normal”

setting is largely concerned with individual health and well-being, requiring changes in thinking and product purchase decisions (Lehah N. F. A. M. et al 2020).

In short, the influence of the Covid-19 outbreaks and its consequences on people's prosperity to purchase online. The findings of this study reveal that when online businesses grow, product pricing, quality, delivery or shipping services, customer support, and mental health have a major influence on customers' buying intention, including purchase intention Upgrading from Online in the post-pandemic condition (Kim E. Y., 2004). Hence, this can help the e-commerce industry or online merchants in improving their services or better understanding their consumers' opinions of consumer loyalty or sustainability in the approaching competitive market.

1.2 Problem Statement

The possibility of a buyer acquiring a product or service is referred to as purchase intention. In marketing, purchase intention is a critical requirement. Marketers employ predictive models to evaluate purchase intention by calculating the probability of an occurrence based on past data. In current research trying to find out the factor of online purchase intention among UTEM student in post Covid, the social media marketing affect purchasing intention during post Covid-19, the online purchasing platforms services available in the market post Covid-19, and the effectiveness payment gateway services influence toward buyer intention during post Covid-19 pandemic.

The social media marketing will affect online purchasing because social media may give full information about items, it can improve customer understanding, raise interest in products, and enhance purchasing power (Kusumo S. et al 2020). Although social media is very convenient, it also encounters some problems such as scam, identities thief, infringement and so on (Alqaltawna J. F. et al 2017). However, security and privacy concerns are among the most serious drawbacks of social networking. In addition to get the most out of their efforts while advertising on social media sites, they must essentially hand out public and personal information (Tucker C. E. 2014). According to the most recent Facebook data breach information, millions of people's personal information has been exposed, putting the corporation in the hands of an untrustworthy platform (Jackie Owen, 2019).

The online purchasing platforms services has been existed long ago. Before covid-19 pandemic there are feel online shopping platforms available, nor active during that time. During pandemic, that situation has boosted the intention of people buying through online shopping platform (Le. Minh TH. 2021). Platform such as Shopee, Lazada, Amazon, Alibaba and so on has acquired a lot of attention their sales and stocks are rising quickly during pandemic (Park E. B. C. Y., Villafuerte J. & Yap J. T., 2021). The application above can provide a better shopping and purchasing experience to the customers and consumers (Ariyanti E. W., Maihan A. A., & Lestari I.D. 2021). The variety of items available on the internet is incredible. Almost every brand or item you're seeking for may be found on eBay. You can stay up with worldwide trends without having to pay for plane tickets. Regardless of your physical location, you may purchase from stores in other states, nations, and even the entire planet. More colours and sizes are available than are available locally (Anamika S. Jain 2022). With all the benefit the people see in using purchase platform during pandemic is sure is, very popular ways among people to purchase goods and services through online purchase platform (Naeem M. 2021). So now the question is, do these platforms receives the same attention and having does same sell as before?

A payment gateway is a piece of software that enables merchants to accept debit and credit card payments from their customers. Payment processing gateways in online retailers, as well as actual card-reading machines in brick-and-mortar retail locations, are included in the phrase. On the other hand, brick-and-mortar payment gateways have started to accept phone-based purchases via QR codes or Near Field Communication (NFC) technology in recent years (Fernando J., 2021). Payment for online e-commerce gateways are important infrastructure components that allow the seamless execution of such transactions as well as overall network security. The country banking network's access point is the payment gateway. Payment gateways are required for any online transactions. Payment gateways services as a link among merchant websites and banking institutions that handle transactions (Gulati V. P. etc. al 2007). The example of payment gateways is Visa, MasterCard, American Express, Touch 'n Go and so on. Besides, e-wallet has been introduced to the public worldwide, therefore e-wallet service is still lack of use that time before Covid-19 (Aji H. M. etc. al 2020). During the pandemic, social distancing causes the decreasing usage of paper money and the reason is to avoid infection of Covid-19 (Sheridan A. etc al 2020).

Payment gateway service has been widely during that time. Therefore, are payment gateway services still becoming the main usage of paying or cash after the pandemic?

1.3 Research Question

The purpose of this research is to know the effect of the factor of online purchase intention among UTEM student in post Covid. The research questions will be addressed below:

- I. What is the social media marketing affect on online purchasing intention in post Covid-19?
- II. What are the online purchasing platforms services available in the market post Covid-19?
- III. Why the payment gateway services are preferred than cash purchasing post Covid-19?

1.4 Research Objective

In order to achieve the objectives of the research, the research question will be conducted repeatedly in the research method. The research objective will be addressed below:

- I. To identify the social media marketing affect on online purchasing intention in post Covid-19.
- II. To determine the online purchasing platform services available in the market post Covid-19.
- III. To examine the effectiveness of payment gateway services post Covid-19.

1.5 Scope and Limitation of the Study

This research is to discuss the purchase intention towards online purchasing in Malaysia after pandemic Covid-19. The scope of research will be focusing on consumer in Malaysia between the age of 20 until 24. The period for answering questionnaire is within one week time. The questionnaire regarding buying intention towards online purchasing include cost and time efficiency, intangibility of online product, and information of the product or also one of the concerns in current questionnaire.

1.6 Significant of the Study

In this research, purpose to investigate important of technology and how it change UTEM student buying intention in post Covid-19 pandemic. However, in this digital era, technology has become important part in human life. In addition, the analysis of this research also can provide valuable information to the future researchers that are willing to make research on the factor of online purchase intention among UTEM student in post Covid.

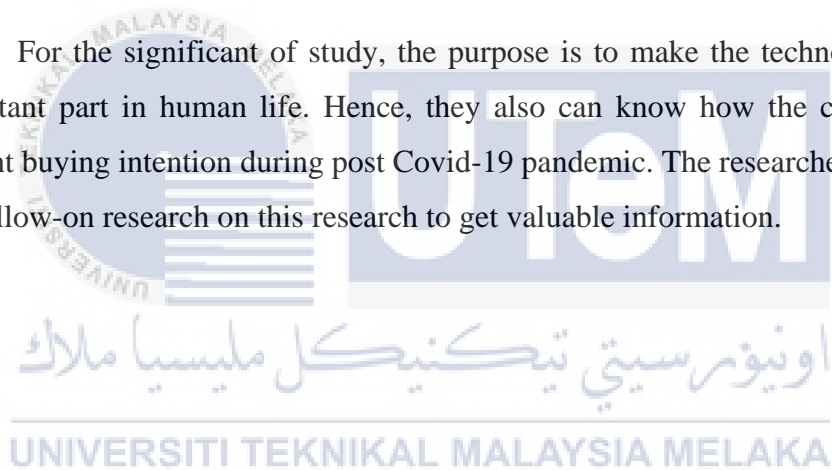
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1.7 Summary of Chapter 1

In this chapter, the research is introducing the definition of purchase intention, and post Covid. The main purpose of this research is to study about the factor of online purchase intention among UTEM student in post Covid. Problem statement also included in this chapter too.

For the scope and limitation, this research will conduct the questionnaire among the respondents which studying in UTEM student at Malacca and will use survey (Google Form) as the method. Primary data and secondary data will be using to collecting the data and the research method will be the multiple method.

For the significant of study, the purpose is to make the technology become important part in human life. Hence, they also can know how the change UTEM student buying intention during post Covid-19 pandemic. The researchers can also do the follow-on research on this research to get valuable information.



CHAPTER 2

LITERATURE REVIEW

2.0 Literature Review

The literature review is an important element of the report since it provides a summary of the report, as well as theoretical definitions and previous research, in order to support the notion of our title, “The factor of online purchase intention among UTEM student in post Covid.” As a result, the focus of this report’s literature study will be on explaining the notion of each independent variable and its link to the dependent variable. There will be evidence to prove and support the idea of dependent and independent variables in every element of this literature review. In general, the literature review’s content will define purchase intention as a dependent variable and also the elements that influence this problem as independent variables. There is total 3 factors as independent variables in this report which are the factor affect online purchasing, the availability online purchasing platforms services, and effectiveness of payment gateway services. In this digital era, where the purchaser is king, it appears that businesses will feel compelled to learn the purchase intentions of UTEM students post Covid-19. To have better understanding on purchase intention among UTEM student, businesses should take initiative in controlling the factor that will possibly affect in purchase intention of post Covid-19.

2.1 Online Purchase Intention

According to the (M.B.A.S. etc. al 2021), in marketing purchase intention is a critical measure. In reality, intention is based marketing is the marketing of products and services or brands based on the consumer’s desire to accept, acquire, or use a specific product or service that may or may not be expressly specified by the firm. The use of purchase intention as a measure in marketing strategies or promotions is successful. It’s simple to iterate on what should display in an ad based on customer intent. Intent can provide information about a customer’s mental capacity. Hence, the marketing campaign’s design is built based on this measurement. The consumer base’s purchase intention may be studied to provide a thorough map of how to run an advertising campaign.

It is normal to observe consumers in this modern era of advanced technology, where society is all taught to use a smart phone and computer to conduct activities online. Online shopping has become more popular in recent years. Latip, M. S. A. etc. al (2021) present that in the “new reality” of the COVID-19 pandemic, the study looks at food safety awareness, food safety confidence, and variables influencing organic purchasing intentions. A non-artificial cross-sectional technique was adopted in the investigation. Convenient sampling was used to obtain data in Malaysia. Significant links were discovered among food safety practices and personal views, perceived social stress, and observed autonomy in the study. Personal views, perceived societal influences, and perceived autonomy were also shown to impact organic food purchasing intentions. Surprisingly, self-perception and natural food purchase intention were controlled by faith in organic food safety. The previous study is critical for consumers and organic food producers to comprehend the “new normal” COVID-19 market situation in order to acquire a thorough grasp of the market and the organic food industry’s long-term viability. In the current literature, a novel research paradigm is suggested and confirmed that is relevant to consumer purchase decisions in a narrow range of global health challenges. As a result, the research aids in a greater understanding of green consumption, particularly in Asian markets.

Besides, Putri M.V.S. etc. al (2021) goes that customers’ propensity to buy will undoubtedly be influenced by social media platforms, which are the most often utilised tool for discovering knowledge and also a bridge tool to link with online purchasing platforms. This previous study will look at the potential of social media to affect customers in order to give insight into how to develop the effective promotional targets based on the results of social media platforms’ impact on customer purchase intention. Hence, people may communicate with one another through social media and make purchasing decisions. Customers may easily examine product reviews, price, and influencer recommendations on websites like Facebook and Instagram.

Supplies are now being purchased directly at an extraordinary speed, with the pandemic profiting from different regulatory constraints on transportation. However, due to the perishable nature of the product and the fact that it is non-transferable, online purchasing remains a barrier. Online platforms may be used to provide customers with sensory experiences. With Covid-19 perception of risk as a moderator, the focus of this research is to investigate the elements that impact consumers’

purchasing intention to buy online. The research framework in this study was built using both planned behaviour and technology adoption theories. Perceived utility, usefulness and ease of use, perceived danger, popularity, and social impact were chosen as the five critical characteristics. Covid-19 perception of risk is assessed on two aspects, that is cognitive and emotional risk perception (Hing W. Y., & Vui C. N., 2021).

2.2 Social Media Marketing.

According to the Adam Hayes (2021), Social media marketing (SMM) is the process of utilising social media and social networking to advertise a company's products and services. By promoting their culture, mission, or tone through social media marketing, companies may connect with their current clientele and draw in new ones. To assess their professional effectiveness, marketers might utilise specialised data analysis tools for social media marketing. Social media has influenced how society functions, especially how we interact with one another. Businesses have taken notice of the rise of social media such as Facebook, Twitter, and LinkedIn. It began employing social media advertising to build the interests on these platforms. This is because these websites have the power to affect how users behave. In conclusion, there are a number of tactics that marketers may employ to engage people and promote content on social media platforms. Many social media sites enable users to contribute detailed geographic, demographic, and personal information, enabling marketers to tailor their messages to the individuals most likely to respond.

According to the Saravanakumar M. & SuganthaLakshmi T. (2012), the different communication systems have evolved and influenced daily life in different ages. With the use of social media, which has developed into the 21st century's dominant form of expression, we may now express our ideas, beliefs, and opinions in a variety of brand-new methods. Businesses are now aware of how important effective planning and social media strategies are if they are to thrive in the ever-evolving digital freedom, and this attitude toward information has had a significant impact on business. To ensure effective interaction on social media, businesses need to think of a variety of marketing concepts to strengthen their brand in many ways. If this is combined with genuine consumer involvement, the company has an excellent opportunity of becoming a social media marketing leader. The rise of social media platforms like

Twitter, Facebook, and LinkedIn had also ushered in a new era of social media. Facebook's global influence is so large that if it were a country, it really would rank second only to China and third only to India.

Besides, the influence of social media on the advertising sector has not gone unnoticed. Businesses are now being more cautious when it comes to their advertising, predicting customer reactions, and avoiding unintended errors to avoid viral consumer backlash on their website. Social media has a mixed influence in the promotional mix. It allows customers to communicate with companies and regulars to interact with one another. For businesses, the most crucial step is to mould client discussions such that they support organisational objectives. Businesses have been providing clients with online platforms and establishing themselves on blogs and other social media sites. Nowadays, marketers view social media as a great tool for boosting market share. Social media should be viewed by marketers as a collection of communication avenues for promoting their goods and services. It enables businesses to establish consumer communication channels, sell their products, increase brand equity, and boost client loyalty. However, customers that are dissatisfied will vent their frustrations vocally, attracting new customers and harming the brand's reputation. Companies should match their social media advertising with their worldwide marketing strategy to prevent the possibility of harming rather than boosting their brand image. Businesses should choose profiles of people who fit their target demographic and interact with them accordingly to achieve this (Saravanakumar M. & SuganthaLakshmi T. 2012).

Besides, Dwivedi Yogesh K. etc. al (2015) present that social media has established itself as a powerful communication tool in today's digital world. It has been inserted into a number of various streams in order to enhance participatory interactions between businesses, groups, societies, organizations, consumers, communities, and forums, among other things.

The implementation of new technology such as social media has transformed how buyers seek information on which to base their purchase intention. Businesses should leverage developing marketing platforms to engage successfully with clients as the popularity of social media grows. Content which it grabs attention and motivates users to share on social media is a common emphasis of social media marketing campaigns. Whenever the implied message develops among consumers and may

connect because it looks to be coming from a trustworthy third-party source instead of the brand or company itself, this type of marketing generates free media rather than paid advertising. Individuals and corporations can use social networking sites to communicate with one another and form online relationships and communities. Word-of-mouth, or more properly, electronic word-of-mouth, is spread through social networking sites. Hence, social media marketing initiatives frequently rely on content that grabs users' attention and encourages them to share it on social media. When an inferred message emerges among customers and can be linked because it looks to be from a reputable third-party source instead of the brand or company itself, this sort of marketing provides free information rather than paid advertising. Individuals and businesses can engage with one another and build online connections and relationships by using social networking platforms. Social networking sites propagate word of mouth, or more specifically, electronic word of mouth. (Kaur S. 2016)

The pandemic of Covid-19 has been a worldwide issue. Governments all across the world are attempting to stop the virus from spreading by establishing harsh rules, such as encouraging stay-at-home activities (work, study, and religion), and enacting physical or social distance policies. As a result, companies, particularly small and medium-sized firms (SMEs), have been negatively impacted by a decline in demand (Nicola et al., 2020). Due to a lack of capital, liquidity, labour, customers, and technology adoption, SMEs are constrained in their capacity to minimise risk and must bear the cost of decreased economic activity. (Bayramov et al., 2019; Sumiati, 2020).

Small businesses should use the internet to rethink their business strategies in order to survive the Covid-19 pandemic. Since the change from traditional company activities to online business activities, social media marketing (SMM) has gained popularity in today's corporate world. Companies' capacity to use SMM as a strategic tool to boost firm value, profitability, and competitive advantage is driving this trend (Aral & Weill, 2007). According to recent research (Ahmad et al., 2018, Bailey, 2019; Chatterjee & Kar, 2020), social media marketing (SMM) is a feasible method for firms to attract new clients. However, because to a lack of information about how to use the technology, SMM adoption remains low among SMEs (Dekker et al., 2018; Nguyen and Luu, 2020).

The Internet's existence can provide chances for both small and large businesses to enhance earnings (Chang & Cheung, 2001; Weisberg et al., 2011). As a result, using Internet and Electronic Commerce Technology (IEBT) such as email, online transactions, and web pages to support business during the Covid-19 pandemic is critical. According to Sadowski et al. (2002), new users must accept a new set of associated technologies in order to establish new Internet connections. The IEBT is a component of the Facilitation Condition (FCO) which influences SMM, according to Chatterjee and Kumar (2020). The degree to which individuals see infrastructure in the form of technology that supports them is referred to as FCO (Venkatesh et al., 2003; Chatterjee & Kar, 2020). Convenience has a significant effect on innovative technology adoption behaviour, according to Hofsted (1997) and Hung and Lai (2015) research. Furthermore, if the infrastructure supports it, SMEs will not hesitate to use technology in their marketing.

2.3 Online Purchasing Platform Services.

Online purchasing platform services can also know as e-commerce platform. An e-commerce platform is a software solution that helps online retailers to organize their operations from beginning to end. E-commerce web developers, accounting and inventory control systems, and customer service systems are examples of such services (Asharaf S. etc. al 2016).

Choi and Lee (2017) point out that user-generated content has a greater impact on consumers' cognitive trust than marketer-generated content, and that online product reviews in closed social networking services have a greater impact on consumers' emotional and cognitive trust than meaning in open social networking services. Consumers' emotional trust is influenced by the synergy between content creator and social media network service type. In social commerce, happiness, trust, and moving boundaries all influence loyalty, according to Lopez-Miguens and Vázquez (2017). As an intermediary, trust fosters loyalty and happiness. The quality of a website contributes to customer happiness and trust, which encourages loyalty. According to Cherrett et al. (2017), the lack of a direct link facilitates online buying behaviour in all areas, revealing various major transactional difficulties such as trust, transportation responsibility and cost, and expeditiousness.

According to Fazal-e-Hasan et al. (2018), objective fulfilment strengthens the link between intentions, end-user happiness, and trust while having no influence on the emotional commitment of consumers. According to Wu W. Y. et al. (2017), consumer opinions and confidence in websites are influenced by aesthetic appeal, customization, functionality, and financial safety. Increasing an online vendor's brand's top visibility is likely to boost trust in their site. End-user loyalty and trust are the top features of online suppliers, according to Rubio et al. (2017), because social commerce fosters competition and lowers the cost of change for consumers, making it difficult to keep them. Retail commitment and trust are defined by customer satisfaction with market prices, loyalty to store branding, and perceptions of assortment representation. According to Liu et al. (2018), consumer engagement is positively influenced by end-user trust in other end-users and end-user trust in marketers, which has an impact on brand trust. Consumer interaction has a greater impact on brand trust when devices are used.

According to the Yuan C., Moon H. etc. al (2021), business-to-business (B2B) e-commerce platforms and client organisations are becoming more important for the business strategy of B2B network procurement as digital technology advances and the network economy takes hold. The previous study builds a model of the influence of cognition and emotion on buyer corporate behaviour based on quasi-social relations and dual-process theory, analyses the impact of entrepreneurial spokespersons' characteristics and online procurement systems on B2B quasi-social relations, and determines whether the model is feasible. Recurring purchasing intent is influenced by relationships.

From the studies have already been conducted that highlight the importance of e-commerce platforms that encourage virtual interactions and provide consumers with important and insightful product information that they may interpret as an economic benefit (Chandna and Salimath, 2018; Li et al., 2020). (Zhang et al., 2017). Firms can enhance sales income in this fashion because e-commerce platforms enable businesses utilise existing customers and attract new ones, develop social groups, and maintain compatibility with legacy systems (Lee et al., 2018), particularly in large cities (Nielsen, 2020a, Nielsen, 2020b). Due to the decrease in face-to-face communication, Covid-19 has disturbed and changed the corporate landscape. Administrators have been pushed into jobs running online supply. On the other hand, the literature has yet