Social Media Purchase Intention After Post-Pandemic Outbreak: An Empirical Study on Malaysian Customers

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Abstract
Social media networks, like Facebook, YouTube, LinkedIn, Instagram, and Twitter, offer many channels for selling products and services. Consumers can use social media platforms to participate in discourse and acknowledge their needs. This study investigates the determinants affecting customers' buying intentions on social media platforms in Malaysia following the COVID-19 pandemic. We gathered primary data by disseminating a self-administered questionnaire to social media users in Malaysia, yielding 286 valid samples for analysis. We employed SPSS to evaluate the gathered data and assess the reliability of the constructs. Exploratory factor analysis (EFA) and multiple regression analysis were conducted, revealing that control, perceived risk, and price greatly impacted consumers' intentions for buying online products and services via social media platforms in Malaysia following the COVID-19 outbreak. The results of this study will assist social media marketers, entrepreneurs, stakeholders, and consumers in understanding the implications of online purchasing behaviours. We conducted the study solely through an online survey, which will allow future researchers to explore in-person data collection methods. The results of this research could help digital marketing learners and researchers regarding social media buying practices.
Keywords: Social Media Purchase, Customer Purchase Intention, TPB Theory, Malaysian Customer, Quantitative Study

Introduction
The COVID-19 epidemic profoundly transformed worldwide consumer behaviour, compelling individuals to adopt online platforms for their everyday necessities. Social media has become a significant conduit between businesses and consumers, changing marketing strategies and

impacting purchasing decisions. The swift digitalisation and heightened social media interaction in Malaysia have underscored the need to comprehend online customer intent. As post-pandemic normalcy returns, it is essential to ascertain the impact of social media on purchasing behaviour to formulate effective marketing tactics. This study examines the necessity for empirical insights into the changing preferences of Malaysian consumers, offering data-driven foundations to improve digital commerce in a swiftly moving technology environment (Tan, 2022; Ahmad, 2023). Social media products and services, like Twitter, Facebook, LinkedIn, Instagram, and YouTube, have transformed the internet by enabling individuals to collaborate and disseminate material (Khan et al., 2023). These platforms have emerged as vital hubs for marketing, enabling firms to engage with both prospective and current clients. Social media platforms have evolved into crucial instruments for efficient information dissemination between consumers and organisations, enabling individuals to express their thoughts and share ideas (Lim et al., 2022). Marketing managers must consistently seek methods to attract both new and existing clients. Social networking platforms have redirected their emphasis towards facilitating client item ratings and enhancing connections within their networks. Individual perspectives connected via social media platforms foster common views and beneficial effects. Social media platforms offer significant potential for formulating marketing strategies for firms, employing trust-building techniques and persuading consumers to acquire items and services online (Ahmad, 2023).

Online shopping has seen a surge as consumers react to the COVID-19 pandemic's effects on the economy and trade patterns around the world (Tan, 2022). As a result, a new breed of consumer has emerged, one that is both financially strapped and reliant on internet retailers. With the rapid growth of social media platforms, internet shopping has become more popular in Malaysia. By 2020, 91.7% of Malaysian homes will have internet connectivity, and 86 per cent of that population will be active on social media (Deloitte Malaysia, 2023). While 90% of top performers in sales use social selling technology, 71% of sales professionals do, and the results for salespeople who use these tools outperform their peers by 78% (Google & Temasek, 2022).

Many people have shifted their consumption habits to be more online and active on social media because of the COVID-19 pandemic. Celebrities, YouTubers, and Instagrammers are examples of popular influencers that businesses can use to communicate with their customers on social media (Lee et al., 2023). Trust in middlemen is a key factor in online purchase intent, and influencers on social media platforms impart knowledge and suggestions to their followers. Because they don't have the manpower or capital to compete on the internet, small businesses in Malaysia have a difficult time believing in the power of social media (Ahmad, 2023). According to the Malaysian Communications and Multimedia Commission, it is considering that the average Malaysian spends eight hours each day on social media, and these sites will play an increasingly important role in enforcing the MCO (MCMC, 2023).

The COVID-19 pandemic has had a major effect on consumers' inclinations to buy, and social media has been instrumental in spreading the word and giving us a lot of data about what people buy. Millions of active users and two million new users registered in Malaysia in 2020 and shopped on social media platforms instead of traditional stores due to the pandemic (Google & Temasek, 2022). Up to 53% of Malaysians in the 20-40 age bracket continued to

shop using social media following the outbreak (Deloitte Malaysia, 2023). Platforms like Facebook, LinkedIn, Instagram, TikTok, Pinterest, and Twitter have made it easier for consumers to publish reviews and interact with like-minded others, leading to the rise of social media marketing. Unfortunately, local businesses in Malaysia still don't fully grasp the pandemic's impact on consumer spending habits, and there has been little research on this topic (Khan et al., 2023).

This study aims to examine the variations in following the outbreak, social media buying intentions in Malaysia based on attitude, subjective norms, perceived behavioural control, perceived risk, and price. The study will consider the theory of planned behaviour and examine the online purchasing preferences of Malaysians via social media in the context of the epidemic, both theoretically and practically. A new study is needed to investigate the actual significance of customers' purchasing intentions on social media platforms in Malaysia after the pandemic, with an emphasis on various findings.

This study is important due to its contextual significance and theoretical contribution. This research expands the theory of planned behaviour (TPB) by integrating perceived risk and price to analyse social media-influenced buying intentions in Malaysia. Notwithstanding the surge in digital marketing during the pandemic, localised insights into consumer decision-making are still scarce. This study fills the gap by providing detailed data on the influence of psychological and behavioural aspects on purchase behaviour. The methodological rigour and emphasis on post-pandemic consumption trends provide a significant reference for both scholars and practitioners seeking to comprehend consumer motivations and adapt methods in the Malaysian environment (Ajzen, 1991; Abdullah et al., 2023). The report is significant for various stakeholders. It offers marketers a framework to develop customised content and improve engagement methods in response to changing customer behaviours. Entrepreneurs and SMEs can utilise their insights to navigate the competitive online marketplace more adeptly, capitalising on consumer psychology and social norms. Policymakers and educational institutions gain advantages by comprehending methods to enhance digital literacy and foster commercial innovation. Academics gain theoretical value through the expanded TPB model. Ultimately, Malaysian customers will benefit from more pertinent and effective online shopping experiences, informed by insights into their behaviour, preferences, and psychological stimuli (Chen et al., 2023; Ariffin et al., 2023). Before analysing the factors influencing purchase intent, the study must emphasise the usability and effectiveness of social media as a marketing and engagement instrument. Social media's capacity to cultivate trust, provide personalised content, and enable consumer-to-consumer engagement has made it an essential commerce platform. These attributes are particularly advantageous for brands pursuing economical outreach, data acquisition, and swift feedback. Emphasising these advantages elucidates why social media serves not only as a promotional platform but also as a significant influence on consumer behaviour, especially within Malaysia's more digitised and socially interconnected economy (Ghazali et al., 2021; Alwi et al., 2023).

Literature Review
Social Media Purchase Intention
The COVID-19 epidemic has profoundly altered consumer behaviour, causing them to transition from conventional purchases to online transactions due to health apprehensions and social distancing protocols (Amin et al., 2022). Purchase intention, a decision-making

process, is affected by multiple factors, including social media platforms, peer endorsements, and familial support (Abdullah, Tarmuji, & Ismail, 2023). Social media platforms are essential in disseminating information and shaping consumer preferences and purchasing intentions (Abdullah, 2023). Efficient communication channels, including prompt service delivery and adaptable explanations, can enhance favourable recognition and elevate purchasing attitudes (Ali & Anwar, 2022).

Customers' purchasing intentions are affected by elements like consumer enthusiasm, societal pressure, and anticipations (Anwar & Abdullah, 2021). Social media platforms can be optimised to facilitate global product promotion and augment earnings. Marketers can utilise social media marketing to furnish clients with additional information, stimulate buy intention, and evaluate customer satisfaction with service quality (Aziz & Yasin, 2022). In summary, social media platforms have markedly progressed the Malaysian industry, augmenting the Gross Domestic Product (GDP) and the Malaysian economy (Deloitte Malaysia, 2023).

Attitude
Attitude is a pivotal determinant of behaviour, and social media platforms can profoundly affect consumers' attitudes towards acquiring products and services (Dastane & Fazal, 2022). The perception of COVID-19 can affect individuals' attitudes towards the message's substance, and the central processing route may result in a more robust and change-resistant attitude (Hashim & Musa, 2022). Customer involvement on social media platforms significantly influences purchasing intentions in Malaysia. Advanced technological incentives can assist marketers in understanding client engagement and utilising social media's influence to enhance their experiences (Chen et al., 2023). Favourable remarks on social media networks can enhance purchase intentions and mitigate the perceived dangers associated with buying decisions (Alwi, Nguyen, & Melewar, 2023). The advancement of social media platforms in Malaysia should prioritise the conversion of essential components into service values and appropriate amenities (Ahmad, Abu Bakar, & Faziharudean, 2021). Attitude is shaped by multiple elements, including society, subcultures, reference groups, and interpersonal groupings. Celebrity endorsements can significantly affect consumers' perceptions of social media technologies, resulting in heightened buy intentions and sales (Ariffin et al., 2023).

Subjective Norms
Subjective norms are a person's impression of societal pressure to conform and avoid non-preferred actions. The opinions of others can strongly influence their purchase intention (Chong et al., 2021). Social media platforms affect client purchase intention by influencing others' behaviour and product impression. Attitude affects behaviour intention, although subjective norms do not, according to the theory of planned behaviour. Social standards, like others' opinions, can impact a person's purchase decision (Ebrahim et al., 2023). Malaysia's economic development is impacted by social media platforms' customer interaction and information access. Social norms allow customers to share content and access information across boundaries (Haque et al., 2023). To solve association challenges, organisations are incorporating frameworks and adjusting their online networking projects (Farooq et al., 2022). In conclusion, subjective norms affect customer purchase intention by influencing others' behaviour and perception of social media products and services.

Perceived Behavioural Control
Perceived behavioural control refers to the belief that an individual can control their behaviour and the confidence to either perform or refrain from specific behaviours (Dastane & Fazal, 2022). This notion regarding the resources and prospects needed to undertake a behaviour can affect a person's social media buying intentions. Companies can learn from customers' reactions to their products because social media platforms influence consumer behaviour (Ghazali et al., 2021). Peak behavioural control affects product and service purchases because individuals understand social media and are influenced by their public group members (Ho et al., 2023). Social media platforms shape virtual clients' behaviours towards social media products and services. According to this idea, social influence in social networking conduct does affect perceived behavioural control and decision-making. Social media remarks from satisfied customers influences new buyers (Ismail et al., 2021). Social media platform impact lets clients make informed buying decisions based on their preferences and social influence (Jaafar et al., 2022). Social media product information builds trust and drives repeat purchases. Behavioural control predicts networking with consumers and friends and increases customer purchase intention through social media adoption (Kamarulzaman et al., 2023).

Perceived Risks
Customers' perceived risk when using a product or service can affect their purchase decision. Financial, time, performance, safety, social, and psychological risks comprise this risk (Khan et al., 2023). Customers may perceive danger due to factors including the financial expenditures of new technology products, high-end pricing, and the time and effort needed to access essential information, according to studies (Lim, Kumar, & Ali, 2022). Online shoppers are also wary about psychological risk. Risk, functional benefits, and relationship qualities strongly affect online purchase intention, according to certain studies on social media use (Ahmad, 2023). Customers avoid online purchases owing to fear of the unknown, security concerns, and differing shopping experiences. Perceived risk is the subjective unpredictability of outcomes, and social media shoppers are cautious (Tan, 2022). The current study focuses on perceived risk rather than the benefits or value of online purchase intention, as many customers choose the former when given the choice between reducing risk and enhancing utility. Perceived risk theory predicts customer behaviour and helps marketers understand consumer viewpoints.

Price
Rapid economic and technical advancements are making consumers more aware of prices in conventional and online establishments (Lee et al., 2023. Price-conscious buyers would rather not pay more for the same goods or services; thus, they choose cheaper ones. Pricing is an important part of social media marketing's communication and competitiveness (Zainuddin, Othman, & Musa, 2023). Consumers save money by buying products with larger discount rates. Customers who want the best deal examine prices at different online businesses or OGB websites before buying. Because internet prices are lower than retail prices, customers buy online. Internet prices are 8% less than store-based costs, according to studies. Advertisers have trouble displaying lowered or set prices because consumers interpret costs differently (Lim et al., 2022). Marketing professionals know that consumers carefully evaluate pricing information based on their buying history, official and informal encounters, and websites. Dynamic pricing adapts to market demand and has several uses.

Hypothesis Development
Based on the above assertion, the subsequent hypothesis has been drawn for further tests.
Table 1
Hypothesis Development

HYPOTHESIS	DESCRIPTION
H₁	Attitude has a significant positive impact on online purchase intention among Malaysian Consumers during post covid- 19 outbreak.
H₂	Subjective norm has a significant positive impact on online purchase intention among Malaysian Consumers during post covid- 19 outbreak.
H₃	Perceived behavioural control has a significant positive impact on online purchase intention among Malaysian Consumers during post post-COVID-19 outbreak
H₄	Perceived Risk has a significant positive impact on online purchase intention among Malaysian Consumers during the post covid- 19 outbreak.
H₅	Price has a significant positive impact on online purchase intention among Malaysian Consumers during the post covid- 19 outbreak.

Conceptual Framework
The study framework, as mentioned, was created based on the previous literature analysis to determine the elements that influence consumers intentions to buy social media platform products and services. This study's framework uses a partial TPB and focuses on the TPB framework's basic notion of individual components with additional variable perceived risk. As a result, there are four independent variables: attitude (ATT), subjective norm (SN), perceived behavioural control (PBC), perceived risk (PR), and price (PC), as well as one dependent variable: purchase intention (PI). Furthermore, this study implements various past approaches, ideas, theories, and previous discoveries, as the framework is the depth of the research and serves an important role (Tamene, 2016).
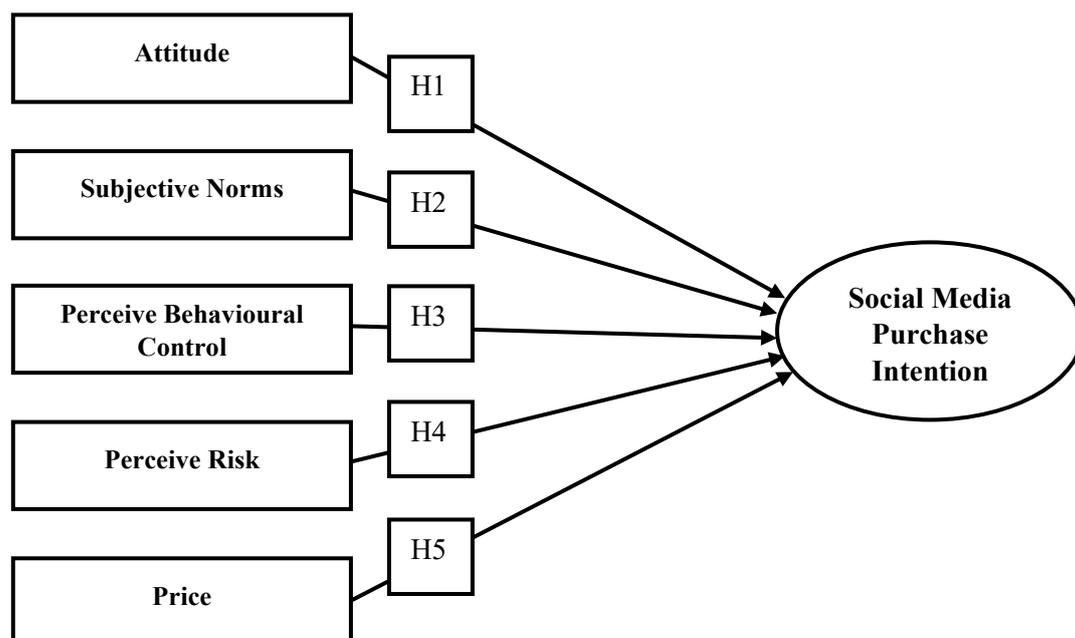

Figure 1: Framework of the Research

Research Methodology

Measurement Framework

All 5 parts of the TPB (Theory of Planned Behaviour) were used as Ajzen (1991) suggested, and two additional factors were included to help explain why people intend to buy on social media, which is the main contribution of the study. A total of 6 variables were measured, and respondents were asked to answer them based on a 5-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). All the items of the questionnaire were designed using the English language only.

Data Collection

This is a descriptive study using a quantitative research method to gain information on social media purchase intentions during the post-pandemic normal period in Malaysia. This study has used a non-probability purposive sampling technique.

Moreover, data were collected using an online survey and a paper-based questionnaire during the period of March-April 2025 in the Klang Valley region of Malaysia. Several researchers have recommended that there should be at least 5 (five) observations for each item (Byrne, 2010; Battour et al., 2012; Pallant & Manual, 2010). This study will consider five constructs, which comprise a total of 52 items. From this perspective, this study will require 260 observations (52 x 5 = 260). Hence, because of the above discussion, a sample size of 289 has been chosen for the current study, which is a 10% additional sample to avoid unwanted missing data during analysis (Hair et al., 2010).

Data Analysis and Findings

Tools Used

To analyse the demographic profile, SPSS version 25.0 was used. To begin with, descriptive analysis was conducted to form the demographic profile of the respondents. Then, the reliability analysis was conducted to confirm the reliability of the constructs' items, followed by exploratory factor analysis (EFA). To sum up, hypothesis testing has been done using multiple regression analyses.

Demographic Profile

Demographic data in Table 1 illustrates the responses collected from the customers who are using social media as their shopping platform. The total distributed questionnaire was 300; however, after removing 11 missing values, a total of 289 data points were kept for further analysis. However, Table 1 shows that females responded more than males. 140 (48.4%) of the respondents were male, and 149 (51.6%) were female. The majority age group was 20 to 25 years old (57.1%), followed by the age of 26 and above (42.2%), and the lowest age group was under 20 years old (0.70%). Among these respondents, 54% of customers are foreigners, and 46% are Malaysian locals. Additionally, most of the respondents' educational qualifications were undergraduate (54.3%), followed by master's degree (32.2%), and PhD graduates were 39 (13.5%). Furthermore, respondents were asked about their occupation; 73% were students, followed by private services (14.4%), self-employed (14.4%), and public services (1.4%). The majority of the customers were internet users, with periods ranging from 6 to 10 years, which is 50.2%. On the other hand, every day, social media platform users are 245 customers, which is 84.4%, whereas 6 customers never use the internet. 137 customers

purchased 1–5 times on social media platforms, which is 47.4%, whereas 46 respondents never made a social media purchase ever, which is 15.9%.

Table 1
Demographic Profile

Measure	Item	Frequency	Percentage
Gender	Female	149	51.6
	Male	140	48.4
Age	Under 20	2	.7
	Between 20-25	165	57.1
	26 and above	122	42.2
Marital Status	Single	225	77.9
	Married	64	22.1
Education Level	Undergraduate	157	54.3
	Masters	93	32.2
	PhD	39	13.5
Nationality	Malaysian	133	46.0
	International	156	54.0
Monthly Income	Below RM 1500	177	61.2
	RM 1600- RM 2500	74	25.6
	RM 2600- RM 3500	15	5.2
	RM 3600- RM 4500	15	5.2
	RM 4500 and above	8	2.8
Occupation	Public Sector	4	1.4
	Private Sector	41	14.4
	Self-employed	30	10.4
	Student	211	73.0
Internet Using Duration	Less than 1 year	3	1.0
	1 -5 years	16	5.5
	6 -10 years	145	50.2
	11 -15 years	76	26.3
	16 years and above	49	17.0
Social Media Platform Usage Frequency	Everyday	245	84.8
	1 -3 times a week	17	5.9
	4 -6 times a week	15	5.2
	A few times a month	6	2.1
	Never	6	2.1
Purchased Using Social Media Platforms	1 -5 times	137	47.4
	6 -10 times	20	6.9
	More than 10 times	86	29.8
	Never	46	15.9

Reliability Tests
The primary criterion for assessing a measure's nature is its accuracy in evaluating the study's reliability. This section illustrates the most often employed approaches for assessing dependability to evaluate the extent of consistency and stability among variables (Drost, 2011). This study employed Cronbach's alpha to assess the internal consistency of six constructs: online purchase intention, attitude, subjective norms, perceived behavioural control, perceived risk, and pricing.

Consequently, Table 2 displays the outcomes of the reliability analysis employing Cronbach's Alpha. The table demonstrates that Cronbach's alpha exceeds 0.872 for all constructs, signifying strong reliability.

Table 2
Reliability Analysis

Items	Cronbach's Alpha	Number of Items
Online Purchase Intention	.883	8
Attitude	.880	6
Subjective Norm	.906	7
Perceived Behavioural Control	.872	6
Perceived Risk	.894	8
Price	.918	7

Table 2 shows that all items in each variable are reliable. Finding out whether the data is consistent is the main goal of the reliability test. It shows how consistent the scale's parts are with one another. Using Cronbach's alpha, we determined how reliable the survey items were. According to Pallant (2007), a scale's coefficient should be at least 0.7.

Table 3
Overall Reliability Analysis

Cronbach's Alpha	No of Items
.968	42

Nonetheless, the reliability test indicates that Cronbach's Alpha is 0.968, beyond the threshold of 0.7. We have no issues utilising this equipment to advance our research.

Exploratory Factor Analysis
The goal of factor analysis is to reduce the number of variables from a big dataset down to a manageable level. By using this method, we may get a single score based on the greatest common variation of all variables. For further analysis, this score could act as a comprehensive index of all variables.

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy
KMO calculates the fraction of variance in variables that might be explained by an underlying component. KMO determines if the partial correlations between variables are modest. The following are the basic guidelines for KMO value:
Less than 0.05 is considered poor. Between 0.5 and 0.6 is considered average
Between 0.6-0.7 is considered acceptable.
Between 0.7-0.8 is considered good.
More than 0.8 is considered excellent.

Bartlett's Test of Sphericity
To determine if the correlation matrix is an identity matrix, Bartlett checks that the diagonal value of s is 1 and that all other values are 0. Simply put, this condition indicates that all the variables are present. They don't affect each other; hence, the factor model is wrong. We can rule out the identity matrix if the test's p-value is less than 0.005.

Table 4
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.896
Bartlett's Test of Sphericity	Approx. Chi-Square	8400.828
	df	561
	Sig.	0.000

The KMO value is 0.896, indicating an acceptable outcome as it exceeds 0.5. This indicator guarantees that the study will conduct a factor analysis. Nonetheless, Bartlett's test yields a value of 0.000, which is below 0.005, signifying that the variables are sufficient. The results indicate a lack of significant correlation or coefficient among the variables.

Total Variance Explained
It is the proportion of total variance among variables that can be elucidated by a singular component. If the variables are independent, the total variance will equal the number of variables in the study. The eigenvalue is utilised to ascertain the number of components.

Table 5
Total Variance Explained, Exploratory Factor Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	14.810	43.559	43.559	14.810	43.559	43.559	5.134	15.099	15.099
2	2.613	7.686	51.245	2.613	7.686	51.245	4.750	13.971	29.069
3	2.170	6.383	57.628	2.710	6.383	57.628	4.669	13.732	42.801
4	1.855	5.457	63.085	1.855	5.457	63.085	4.295	12.632	55.433
5	1512	4.447	67.532	1.512	4.447	67.532	4.113	12.098	67.532
Extraction Method: Principal Component Analysis.									

Table 5 indicates that the total variation explained is 67.532 per cent, with the first component accounting for 43.559 per cent of the variance. The second component accounted for 7.686 per cent of the overall variation; the third factor accounted for 6.383 per cent; the fourth factor accounted for 5.457 per cent; and the final factor accounted for 4.447 per cent of the total variance.

Rotated Component Matrix
Table 6 presents a significant rotation factor as indicated in the rotated component matrix. Rotating factor loading is necessary to ensure the extraction of numerous factors. We use Varimax to examine this factor and determine whether the orthogonal rotation method lowers the number of variables.

The next step is to look at the questions linked to the same factor to identify similar themes and avoid mixing up different factors. The rotational component matrix shows the best picture of which items belong to each factor, since each factor needs to be different after several rounds of factor analysis, leading to the removal of some items because they fit more than one factor.

Table 6
Rotated Component Matrix

	Component				
	1	2	3	4	5
P1	.559				
P2	.745				
P3	.691				
P4	.657				
P5	.788				
P6	.744				
P7	.766				
SN1		.728			
SN2		.524			
SN3		.648			
SN4		.798			
SN5		.731			
SN6		.768			
SN7		.492			
PR1			.511		
PR2			.536		
PR3			.770		
PR4			.835		
PR5			.712		
PR6			.672		
PR7			.579		
PR8			.654		
A1				.787	
A2				.752	
A3				.643	
A4				.554	
A5				.502	
A6				.713	
PBC1					.623
PBC2					.803
PBC3					.857
PBC4					.671
PBC5					.523
PBC6					.429
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
Rotation converged in 7 iterations.					

Multiple Regression Analysis
This study employed a multiple regression analysis to examine the relationship between the dependent and independent variables. Consequently, it establishes the equation representing the linear relationship between dependent and independent variables. Moreover, multiple regression analysis enables researchers to ascertain the components that most effectively predict the dependent variable (Uyanik & Guler, 2013).

The independent variables were extracted using the principal component analysis utilising Bartlett Scores, as delineated by Bartlett (1937). The Bartlett method was employed to extract component scores due to its ability to yield unbiased estimates unattainable by alternative techniques, such as Thurstone's (1935) regression extraction method (DiStefano, Zhu, & Mîndrilă, 2009). It is essential to emphasise that Bartlett Scores are uncorrelated, which presents an extra benefit (DiStefano et al., 2009), particularly when conducting multiple regression, as in this study. The dependent factor was created by aggregating and averaging the raw scores associated with this variable (DiStefano et al., 2009).

Model Summary
Furthermore, table 7 stated below shows the results of the model summary discovered by linear regression.

Table 7
Model Summary

R	R Square	Adjusted Square	Std. Error of the Estimate	Durbin-Watson
0.681	0.465	0.454	0.751	0.751

Table 7 presents the regression model summary. From the data collected in this research, using the model summary table, it can be seen that the R Square value is 0.681. The R Square value is considered acceptable if the value is higher than 0.5. That means the R square value found in this research is satisfactory because it is higher than 0.5.

ANOVA
Table 8 shows that the model is statistically significant (sig=0, $p < 0.001$), with an F value of 48.921.
Table 8
ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	138.006	5	27.601	48.921	0.000
Residual	159.669	283	.564		
Total	297.675	288			

Table 8 presents the results of the significance analysis for the total regression model. The F-statistic is exceptionally elevated, and the model is highly significant (P < 0.001). Additionally, Table 4.19 presents the outcomes of the multiple regression analysis used to assess the study hypothesis. All independent variables, including attitude (β = 0.270, P < 0.001), subjective norms (β = 0.387, P < 0.001), perceived behavioural control (β = 0.357, P < 0.001), perceived risk (β = 0.280, P < 0.001), and price (β = 0.225, P < 0.001), demonstrated a significant correlation with online purchasing intention. The results of the multiple regression analyses indicate that, of the five independent factors, subjective norms exert the most significant influence on the probability of making an online purchase (β = 0.38), followed by perceived behavioural control (β = 0.357), perceived risk (β = 0.280), attitude (β = 0.270), and price (β = 0.225)

In summary, of the five independent criteria, price exerts the minimal influence on the inclination to engage in online purchasing. The results indicated that the price is statistically significant, with a p-value of less than 0.001.

Table 9
Results of the Hypothesis Testing

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.893	0.044		88.102	0.000
Attitude	0.270	0.044	0.265	6.094	0.000
Subjective Norms	0.387	0.044	0.381	8.754	0.000
Perceived Behavioral Control	0.357	0.044	0.351	8.063	0.000
Perceived Risk	0.280	0.044	0.275	6.315	0.000
Price	0.225	0.044	0.222	5.093	0.000

Note. The dependent variable is Online Purchase Intention.

Findings
This study examined the factors affecting customers' purchasing intentions on social media platforms in Malaysia. The results indicated that attitudes, subjective norms, perceived behavioural control, perceived risk, and price greatly affect online purchasing intentions. The research sought to elucidate the correlation between these parameters and online purchasing intentions among Malaysian consumers. Research indicates that organisations ought to concentrate on appealing to youthful, educated, and financially secure consumers who are more inclined to engage with social media and allocate more time online. The research indicates that organisations ought to prioritise these criteria to enhance customer involvement on social media platforms following the COVID-19 pandemic.

Implications

The research illustrates the implementation of the theory of planned behaviour (TPB) within the framework of the social media platforms used by consumers. The study revealed that attitudes, subjective norms, perceived behavioural control, perceived risk, and price greatly affect customers' inclinations to purchase online goods and services. This study identifies a significant gap in consumer research using the theory of planned behaviour and enhances the formulation of effective marketing strategies for social media platforms in Malaysia. The findings possess management ramifications, aiding senior and marketing managers in enhancing competitiveness by comprehending clients' purchasing intentions via social media platforms. The study indicates that marketers ought to cultivate a positive attitude to enhance buying intentions and emphasise social norms around online products and services to more effectively influence purchase behaviour.

Limitations

This study, which is akin to other studies, possesses several drawbacks. The conclusions derived from this research may not serve as a suitable foundation for generalisation to the entire population. Nonetheless, it may be advantageous to examine the behavioural objective, as it could yield more significant insights into client behaviour. Therefore, assessing actual behaviour yields more precise results. Marketers can deliver intelligent advertising and campaigns that simultaneously promote behaviours. In summary, the study's implementation of a five-point Likert scale to evaluate the selected items in the questionnaire may inadequately enable participants to authentically convey their viewpoints.

Recommendations

This research examines the influence of social media platforms on consumer purchasing intentions following the COVID-19 pandemic. The research indicates that consumer attitudes significantly influence their purchasing intentions. Marketers may cultivate a favourable attitude by highlighting the advantages of engaging on social media. Subsequent research ought to employ larger samples and investigate the characteristics of social media platforms to enhance client attraction. The research examines consumer contentment on social media sites, as elevated satisfaction results in increased referrals. The study finds that social media platforms facilitate bidirectional engagement, and widgets should be carefully positioned on webpages. Customers must view social media with seriousness and not dismiss it.

Conclusion

In conclusion, the present study has fulfilled the established aims and addressed the research issues. The findings indicate that attitude, subjective norms, perceived behavioral control, perceived risk, and pricing significantly and favorably affect customers' intentions to purchase online items and services. Consequently, these findings suggest that attitude significantly affects customers' intentions to acquire online products and services in Malaysia during the COVID-19 outbreak. In the absence of a favorable attitude, the measurement of social media buying intention becomes unfeasible, hence complicating efforts to enhance the intention to acquire online products and services. The next important factor to consider is the subjective norm. The perspectives and practices of referents positively influence individuals. Perceived behavioural control significantly influences customers' intentions to purchase products and services online. Perceived risk significantly influences customers' impressions of purchasing items and services online. In conclusion, the factors of attitude, subjective norm, perceived

behavioural control, perceived risk, and price significantly and positively influence customers' intention to purchase online products and services via social media platforms in Malaysia following the post-COVID-19 outbreak.

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