

Purchase Intention Determinants for Social Networking Sites During the Post-Pandemic Period: A Structural Equation Modeling Approach

Phyo Min Tun^{1*}, Benjawan Srisura¹, Atikom Srivallop², and Veerawan Vararuth²

Assumption University¹, Thailand

Stamford International University², Thailand

*Corresponding Author: phyomintun@au.edu

Date Received: 10 February 2025 Revised: 2 June 2025 Accepted: 29 July 2025

Paper Type: Original Research

Abstract

Aim/Purpose: Social networking sites (SNS) have become essential platforms not only for socializing, but also for conducting business operations such as buying and selling. Therefore, it is important to examine the factors that influence customers' intention to purchase on these platforms. In the post-pandemic period, advancements in technology and the increasing use of social networking sites have led to a surge in shopping on social media platforms. This research study aimed to investigate the determinants of the intention to purchase products and services on SNS during the post-pandemic period. Social media has become an indispensable technology in daily life, with Facebook emerging as a dominant platform for exploring, comparing, buying, and selling products and services anytime, anywhere.

Introduction/Background: The emergence of social media technology has changed the ways and methods of conducting business, most notably during the COVID-19 pandemic. Social media technology supports a new environment and functions that businesses can use to grow and interact with their customers regularly without having a physical location or direct contact. Social media platforms have emerged as popular channels for online shopping, magnifying interactions between online sellers and buyers. They provide businesses with a new avenue to showcase, present, and sell their products and services, so understanding social media marketing has become crucial. There are about 54 million people in Myanmar, and 41.5 million of them are Internet users. Almost all Internet users also use social media platforms, and notably, 14.5 million of them are active on the Facebook platform. Social commerce is a new form of e-commerce that takes place on social media platforms, facilitating social activities like communication, contribution, interaction, and sharing throughout the buying and selling process.

Methodology: A deductive, cross-sectional, quantitative research method was employed in this study, involving 332 Facebook users from Myanmar. A non-probability convenience sampling method was employed, and a survey questionnaire was created using a Google Form to save time and costs; this was an effective way to gather data from a large number of respondents. A 5-point Likert scale was used to measure all construct variables except for the demographic variables. Structural equation modeling was used to analyze the collected data, and data analysis was performed in AMOS software.

Findings: All the constructs were examined using confirmatory factor analysis for validity and reliability. The Average Variance Extracted and Composite Reliability values for each construct demonstrated how effectively the indicators converged to represent the underlying constructs. According to the hypotheses testing results, two hypotheses (H_3, H_5) were accepted, while three hypotheses (H_1, H_2, H_4) were rejected. Therefore, among the five determinants (Social Influence, Word-of-Mouth, Perceived Ease of Use, Trust, and Perceived Enjoyment), only two (Perceived Ease of Use and Perceived Enjoyment) were statistically significant for the intention to purchase products and services on social networking sites.

Contribution/Impact on Society: Enjoyment was more important than Ease of Use for social media users when shopping online. Social Influence and Word-of-Mouth did not effectively encourage social media users to make purchases on social networking sites. In addition, Trust was not necessary, especially for users with online shopping experience. Sellers on SNS platforms should recognize that customers favor buying products and services on these platforms because of their ease of use and adaptability. These platforms help users discover the products and services that they may need, and customers find the purchasing process straightforward to learn. Online retailers should develop a simple and transparent purchasing process, making product details, price comparisons, order placement, payment options, and shipping methods easily accessible and user-friendly. This study's findings indicate that Perceived Enjoyment influenced purchase intention more than Perceived Ease of Use. Therefore, e-retailers should prioritize creating engaging and enjoyable content rather than focusing solely on simplifying the purchasing process.

Recommendations: This research study should be replicated on other social networking sites, such as TikTok, X (formerly known as Twitter), and Instagram, with additional factors and a larger sample size. Conducting similar research in different regions, cultures, and circumstances is also recommended. Moreover, this study was carried out solely in Myanmar, indicating that the research model used may not be applicable to other countries, as online shopping behaviors may vary considerably across different social media platforms.

Research Limitations: A primary limitation of this study was its focus on only five factors as antecedents of the intention to purchase products and services through SNS platforms. This study excluded other potential constructs that may influence purchasing intentions. Furthermore, all respondents were Facebook users with previous online shopping experience, which may not reflect the behavior of users on other SNS platforms. Although the sample of Facebook users was relevant given their prevalence in Myanmar's social media scene, the findings were limited by concerns about representativeness.

Future Research: The current research model could be extended with additional constructs, and a longitudinal study could be conducted since users' behavior changes over time. Similar research studies should be conducted in other contexts such as mobile commerce, e-commerce, and online commerce.

Keywords: *Online purchase intention, social networking sites, Myanmar*

Introduction

During the post-pandemic period, advancements in technology and the growing popularity of social networking sites (SNS) have made online shopping a widely practiced activity on these platforms. Social media technology has become an integral part of everyday life, with Facebook—one of the top social media platforms—enabling users to search for, compare, buy, and sell products and services at any time and from any location (Elshaer et al., 2024). SNS have emerged as popular platforms for online shopping, enhancing communication between online sellers and customers. Social media offers businesses new channels to showcase, present, and sell their products and services, making it essential to understand social media marketing.

The rise of social commerce has been driven by the emergence of social media, advancements in software and hardware technology, and unavoidable circumstances like the COVID-19 pandemic (Tun, 2021). According to Dang et al. (2023), one of the key factors in the growth of social commerce has been customers' willingness to share information and experiences. Increased communication among users on SNS leads to more information exchange and the expansion of these platforms. Additionally, social media users are motivated to engage in social commerce by buying, selling, recommending, finding, and sharing specific products or services (Lorenzo-Romero et al., 2011). Therefore, for online businesses on SNS platforms, understanding communication factors is crucial, as these significantly influence SNS user behavior (Taemkongka et al., 2022).

Gathering information about products or services is a primary reason for using SNS platforms today. Among these platforms, TikTok, a short video app with one billion users, has become popular not only for entertainment, but also for obtaining product information (Tun, 2022). Many online shop owners use TikTok to attempt to influence customer buying behavior. However, Facebook and Instagram remain the most prominent SNS platforms among social media users (Tun, 2021). Instagram, initially pioneering photo-sharing, now has 2 billion users. Nevertheless, Facebook remains the largest SNS, with 3.07 billion users (Statista, 2025).

Literature Review

The utilization of SNS for business activities is known as social commerce. Social commerce can be understood as a subset of electronic commerce that utilizes SNS platforms to foster customer-focused activities, such as creating online communities, sharing experiences, and posting reviews, all aimed at promoting and selling products and services (Ramirez-Correa, et al., 2023). With the increasing popularity of SNS, social commerce has been widely adopted in many countries, including Myanmar, especially during the post-pandemic period. Myanmar has a population of 54 million, with 41.5 million people having Internet access, almost all of whom use social media. Among these, 14.5 million people are Facebook users, with 45.5% being female and 54.5% being male (Kemp, 2023). Given Myanmar's rapid increase in social media usage, social commerce presents substantial opportunities for businesses to market and sell their products and services.

SNS users can easily access information via their social media communities and share their previous experiences or suggestions in real-time with their social circles. Besides, the interactions of customers on SNS generate valuable ideas for developing new products and services (Avakiat & Roopsuwankun, 2021). A growing number of businesses are utilizing social networking sites as marketplaces, leveraging them not only to sell products and services, but also for promotion, brand development, customer engagement, and recruiting employees or connecting with business partners (Ferdiansyah & Nugroho, 2023). As a result, the escalating acceptance of SNS has led to several cycles of evolution, both electronic and social, giving rise to a distinct structure of e-commerce known as social commerce or S-Commerce (Al-Alawi et al., 2020).

Andijani and Kang (2022) noted that social media platforms offer effective tools for collaboration and communication among businesses, customers, and suppliers, fostering innovation that leads to higher sales, lower costs, and expanded customer bases. The increasing number of SNS users has boosted the growth of social commerce, notably on major SNS platforms like Facebook and X (formerly Twitter). Similarly, Tun (2022) noted that social commerce is a new type of e-commerce that operates on social media platforms, enabling social activities such as communication, contributions, interaction, and sharing during the buying and selling procedures. Based on the above literature, the following research questions emerged.

Research Question 1. What are the determinants of intention to purchase on SNS platforms?

Research Question 2. How can the business sell their products and services effectively on SNS?

Research Question 3. What factors contribute to successfully conducting business on SNS?

Theoretical Background

The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen (1975), is a psychological model designed to explain how people form intentions to perform specific behaviors. According to TRA, individuals' intentions to act in definite ways are the main predictors of their actual behavior. These intentions reflect their readiness to engage in the behavior, and are considered the immediate precursors to action. TRA suggests that a person's behavior is mainly determined by the intention to carry out a particular behavior, which is shaped by two main factors: one's attitude toward the behavior, and perceived social pressure, or subjective norm. The theory emphasizes "Attitudes Toward the Behavior", which are an individual's negative or positive assessments of performing the behavior, depending on beliefs about the behavior's outcomes, and the importance that is attached

to these outcomes. "Subjective Norms" refer to perceived social pressures to either engage in or refrain from a behavior, influenced by what an individual believes others who are significant to them regard as the behavior.

Although TRA ignored the concept of behavioral control, later models such as the Theory of Planned Behavior (TPB) included it. TPB was created by Ajzen in 1985, building upon TRA constructs by adding perceived behavioral control (PBC) to the existing components of attitudes and subjective norms. This offered a more complete framework for understanding how beliefs and attitudes influence behavior. TPB seeks to clarify how individual behavior is influenced by intentions and the perceived level of control over executing a behavior. Behavioral control involves the perceived ease or difficulty of accomplishing the behavior, considering factors such as available resources and potential obstacles. TPB is widely used across various domains, including health, marketing, organizational behavior, and psychology, to analyze factors such as consumer purchase intentions, health behaviors, and employee performance (Ajzen, 1991).

Building upon the TPB and TRA, the Technology Acceptance Model (TAM) was developed by Davis (1989) to model users' acceptance of information technologies or systems. Davis then extended this model to present general beliefs about information system acceptance, as well as intention to apprehend user behavior across various end-user computing technologies and populations. The TAM model also incorporated two key factors—Perceived Usefulness (PU) and Perceived Ease of Use (PEOU)—into a final version developed by Davis and Venkatesh (1996). This version posited that both PU and PEOU directly influence behavioral intention, thus eliminating the need for an attitude factor. While TAM has been validated many times as a good predictor of behavioral intention, it explicitly excludes any social variables.

In this study, Word-of-Mouth (WOM) refers to casual communication, such as spoken or oral reports among non-commercial individuals about products or services via email, phone calls, instant messaging, or other communication methods (Tun, 2021). WOM involves intentionally invented messages to attract and allure individuals socially (Al-Haddad et al., 2022). In the context of social commerce, WOM encompasses customers-contributed-content on SNS, including suggestions, referrals, rankings, and evaluations associated with products or services (Chandara et al., 2023). Additionally, WOM is an appropriate construct for examining social interactions among customers in S-Commerce environments (Zulqarnain et al., 2023).

Tun (2021) noted that Enjoyment (EJ) is a key factor that motivates users to make online purchases. Users are likely to experience enjoyment when they connect with peers who share similar opinions and interests on social networking sites, which can drive them to engage in commercial activities through social media (Tun, 2022). Additionally, enjoyment was proposed as an additional belief factor in the extended TAM and has been crucial in predicting behavioral intention (BI) toward adopting new technology (Zulqarnain et al., 2023).

Dang et al. (2023) defined Trust (TR) as a belief in the trustworthiness of participants in an online setting. Several prior studies (Tun, 2021) have established that trust is a crucial component in online environments. Andijani and Kang (2022) examined online shopping using TAM, incorporating the trust construct. Behavioral Intention to purchase a product or service is a necessary step in completing an online transaction (Rao et al., 2021). Tun (2022) described purchase intention as the degree of preparation and willingness of customers to engage in a transaction with the seller.

Hypotheses and Research Model Development

According to Lim et al. (2022), individuals with strong social interactions tend to engage in more verbal communication compared to those with weaker interactions. Social influencers, who are integral to social circles, act as mavens, sharing current information about products, services, price comparisons, and reliable vendors (Andijani & Kang, 2022). Al-Alawi et al.'s (2020) research also confirmed that social influence plays a significant role in shaping purchase intentions. Therefore, the following hypothesis is proposed:

H₁: Social Influence has a significant positive effect on purchase intention.

During the purchasing process, customers seek advice and recommendations from others to minimize risks and learn how to make informed purchasing decisions (Bernard et al., 2020). They prefer obtaining information through verbal communication, especially when facing challenges in high-risk purchase situations (Chetioui et al., 2021). Customers believe that verbal communication helps them avoid potential mistakes and correct errors (Al-Haddad et al., 2022). Consequently, word-of-mouth (WOM) is posited as a direct social behavior that influences customers' purchasing decisions on Facebook.

H_2 : Word-of-Mouth has a significant positive effect on purchase intention.

An earlier study by Chandara et al. (2023) found that the ease of using social networking sites enhanced customers' positive impressions, leading to purchase decisions. Customers were more inclined to make purchases on Facebook if they found the shopping experience easy and the purchasing procedures simple (Tun, 2022). Additionally, features such as ease of navigation, straightforward purchasing processes, and a clear structure assisted online vendors on Facebook in facilitating customers' purchase decisions (Tun, 2021). Therefore, the following hypothesis is proposed:

H_3 : Perceived Ease of Use has a significant positive effect on purchase intention.

In the realm of social networking sites (SNS), building trust among customers is crucial for motivating and prompting them to make purchases, leading to increased sales (Andijani & Kang, 2022). Additionally, trust fosters an enjoyable and comfortable online environment, enhancing the enjoyment of SNS (Rao et al., 2021). Therefore, trust is a key prerequisite for S-Commerce success. The empirical study by Tun (2022) confirmed that trust significantly influenced customers' decisions to shop on Facebook. Consequently, the following hypothesis is proposed:

H_4 : Trust has a significant positive effect on behavioral intention.

Perceived enjoyment, a hedonic factor, is crucial for online shopping, as it ensures that customers can enjoy the process of searching for and purchasing products or services (Andijani & Kang, 2022). Therefore, online retailers on Facebook should emphasize this hedonic aspect when selling their products or services. Zulqarnain et al. (2023) argued that feelings of pleasure, joy, and delight influence customers' behavior, motivating them to shop online. Hence, the following hypothesis has been developed:

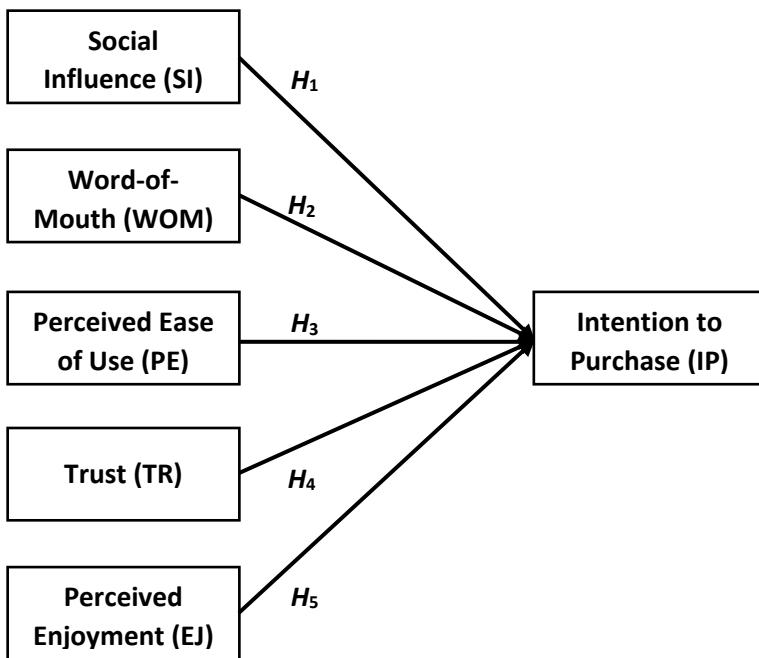
H_5 : Perceived Enjoyment has a significant positive effect on purchase intention.

Based on the theoretical background, literature review, and hypotheses presented below in Table 1, this study's research model (shown in Figure 1) incorporates Social Influence (SI), Word-of-Mouth (WOM), Perceived Ease of Use (PE), Trust (TR), and Perceived Enjoyment (PJ) to examine their links to Intention to Purchase (IP).

Table 1 Hypotheses With Literature Support

Hypotheses	Effects	Literature Support
H_1	SI → IP	Al-Alawi et al. (2020)
H_2	WOM → IP	Chandara, Pongpaibool, and Norg (2023)
H_3	PE → IP	Lorenzo-Romero et al. (2011)
H_4	TR → IP	Dang et al. (2023)
H_5	PJ → IP	Saprikis et al. (2018)

Figure 1 Proposed Research Model



Research Method

In this study, a deductive cross-sectional quantitative research method was employed to explore the significance of various determinants, utilizing validated research instruments (Table 1) to ensure construct validity and reliability. A survey questionnaire was used for its time and cost efficiency in quickly gathering extensive data from a large number of participants (Neuman, 2006). A self-administered structured questionnaire was designed using a Google Form to measure the constructs in the proposed research model (Figure 1) and to collect demographic information from respondents. A 5-point Likert scale was used to measure all construct indicators. The survey form was distributed via prominent SNS channels in Myanmar, such as Facebook, resulting in 332 valid responses. The collected data was analyzed using the Structural Equation Modeling (SEM) procedure with AMOS software. The SEM technique is highly adaptable for handling constructs, even when dealing with small sample sizes. Additionally, SEM can examine the relationships between observed and dependent constructs while minimizing measurement errors (Kline, 2011).

Data Analysis Results

Profile of Respondents

Table 1 presents a demographic breakdown of the sample based on gender, age, occupation, and educational level. In terms of gender, the population consisted of 35.2% males (117 individuals) and 64.8% females (215 individuals). Age-wise, the largest group fell within the 21–25 years range, representing 34.6% (115 individuals), followed by the 18–20 years range at 20.5% (68 individuals), while smaller proportions were seen in older age brackets, such as those 41 years and older (14.5%, 48 individuals). Regarding occupation, 39.5% (131 individuals) worked in the private sector, 30.4% (101 individuals) in the public sector, and 30.1% (100 individuals) were unemployed. In terms of education, 27.1% (90 individuals) held a bachelor's degree, 25.6% (85 individuals) had completed high school, 25.0% (83 individuals) held a master's degree, 12.3% (41 individuals) had a PhD, and 9.9% (33 individuals) possessed a diploma. This data provides insight into the distribution of gender, age, employment, and educational qualifications within the sample.

Table 1 Demographic Profile of Respondents

Demographic Profile (N = 332)		Frequency	Percentage
Gender	Male	117	35.2
	Female	215	64.8
Age	18–20 years	68	20.5
	21–25 years	115	34.6
	26–30 years	52	15.7
	31–35 years	27	8.1
	36–40 years	22	6.6
	=/ > 41 years	48	14.5
Occupation	Private sector	131	39.5
	Public sector	101	30.4
	Unemployed	100	30.1
Education	High School	85	25.6
	Diploma	37	11.1
	Bachelor Degree	100	30.1
	Master Degree	83	25.1
	PhD	27	8.1

Convergent Validity

The convergent validity table (Table 2) assessed the validity and reliability of the indicators used to measure various constructs in the measurement model.

Table 2 Analysis Results of Convergent Validity

Indicators	Estimate	AVE	CR
SI4	.904	.682	.859
SI3	.973		
SI2	.532		
WOM4	.770	.730	.915
	.868		
	.915		
	.859		
PE4	.896	.644	.874
	.968		
	.718		
	.566		
TR4	.737	.608	.861
	.790		
	.860		
	.726		
PJ4	.896	.691	.899
	.822		
	.803		
	.800		
IP4	.763	.649	.881
	.864		
	.833		
	.758		

Each construct's Average Variance Extracted (AVE) and Composite Reliability (CR) values indicated how well the indicators converged to reflect the underlying constructs (Fornell & Larcker, 1981). Social Influence (SI) had a CR of .859 and an AVE of .682, suggesting a good level of reliability and validity. Word-of-Mouth (WOM) performed exceptionally well, with a CR of .915 and an AVE of .730, indicating strong convergent validity across its indicators. Similarly, Perceived Ease of Use (PE), Trust (TR), Perceived Enjoyment (PJ), and Intention to Purchase (IP) all showed satisfactory CR and AVE values, with the highest being PJ at .899. These results demonstrated that the indicators effectively captured the constructs they were intended to measure, reinforcing the robustness of the measurement model (Hair et al., 2010). Therefore, Table 2 highlights the reliability of the indicators in representing their respective constructs, thus supporting the study's overall validity.

Discriminant Validity

Table 3 presents the correlation coefficients and the square root of the Average Variance Extracted (AVE) values for each construct, highlighting their discriminant validity. The diagonal values represent the square root of AVE for each construct, indicating the extent to which each construct captures its own variance (Cohen et al., 2003). Social Influence (SI) had a value of .826, suggesting it effectively measured its intended construct. The correlations between constructs are shown in the off-diagonal elements; WOM correlates with SI at .151 and has its own square root of AVE at .854. The moderate correlations between constructs, such as WOM and Perceived Ease of Use (PE) at .518, and the stronger correlations between Trust (TR) and Perceived Enjoyment (PJ) at .534, indicated some overlap in constructs, yet the square root of AVE values remained higher than these correlations, confirming good discriminant validity. Therefore, Table 3 illustrates that while the constructs were related, they remained distinct, supporting the integrity of the measurement model (Kline, 2011).

Table 3 Analysis Result of Discriminant Validity

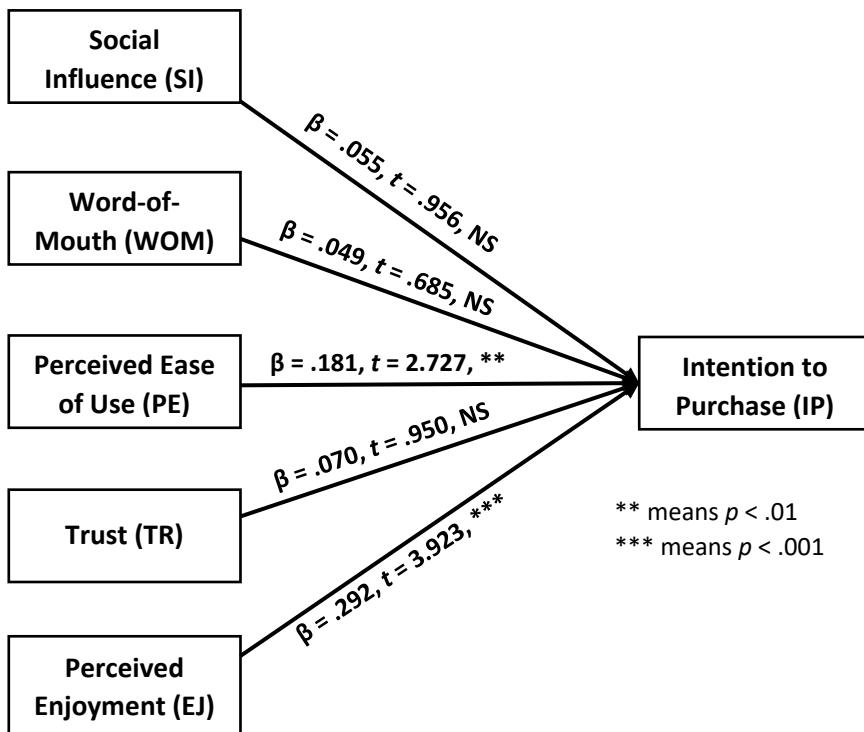
Constructs	SI	WOM	PE	TR	PJ	IP
SI	.826					
WOM	.151	.854				
PE	.098	.518	.802			
TR	.302	.430	.389	.780		
PJ	.289	.475	.378	.534	.831	
IP	.185	.319	.349	.334	.436	.806

Hypotheses Testing

The hypotheses testing results (Table 4) provide insights into the relationships between various constructs and Intention to Purchase (IP). Among the tested hypotheses, H_1 (SI \rightarrow IP), H_2 (WOM \rightarrow IP), and H_4 (TR \rightarrow IP) were all rejected, indicating that these factors did not have a significant effect on IP, as evidenced by their respective p -values (.339, .493, and .342) exceeding the threshold of .05. In contrast, H_3 (PE \rightarrow IP) was supported, showing a significant positive effect with a β value of .181 and a p -value of .006, which highlighted the importance of Ease of Use in influencing purchase intentions. Additionally, H_5 (PJ \rightarrow IP) was also supported, demonstrating a strong positive effect with a β of .292 and a highly significant p -value of .000. These findings suggested that while Perceived Ease of Use and Perceived Enjoyment played critical roles in shaping purchase intentions, Social Influence, Word-of-Mouth, and Trust did not significantly contribute to this outcome in the current study. All of the above hypotheses testing results are also presented in Figure 2.

Table 4 Hypotheses Testing Results

Hypotheses	Effects	β	t-Value	p-Value	Results
H_1	SI → IP	.055	.956	.339	Rejected
H_2	WOM → IP	.049	.685	.493	Rejected
H_3	PE → IP	.181	2.727	.006	Supported
H_4	TR → IP	.070	.950	.342	Rejected
H_5	PJ → IP	.292	3.923	.000	Supported

Figure 2 Research Model with Analysis Results**Model Fit Indices**

The model fit indices table (Table 5) evaluated the overall fit of the research model (Figure 2), providing a comprehensive view of its adequacy in representing the data. The Chi-square to degrees of freedom ratio (χ^2/df) was 2.720, indicating a "Good Fit," suggesting that the model aligned well with the observed data. The Goodness of Fit Index (GFI) showed a value of .869, which was classified as a "Good Fit," implying that while the model fit reasonably well, there may be room for improvement. The Adjusted Goodness of Fit Index (AGFI) was at .831, categorized as a "Good Fit," reinforcing the model's adequacy. The Comparative Fit Index (CFI) presented a strong value of .928, also denoted as a "Good Fit," indicating that the model explained the variance in the data effectively compared to a null model. Lastly, the Root Mean Square Error of Approximation (RMSEA) was reported at .072, which fell within the acceptable range for a "Good Fit." In conclusion, these indices suggested that the research model demonstrated a satisfactory fit with the collected data. In addition, R^2 of endogenous variable (IP) was estimated .239.

Table 5 Analysis Results of Model Fit Indices

Model Fit Indices	Recommended	Research Model	Result
χ^2/df	< 3.00	2.720	Good Fit
GFI	> .85	.869	Good Fit
AGFI	> .80	.831	Good Fit
CFI	> .90	.928	Good Fit
RMSEA	< .08	.072	Good Fit

Discussion

This study confirmed that Perceived Ease of Use and Perceived Enjoyment significantly influenced the intention to purchase products and services on SNS platforms, aligning with the findings of previous studies (Chandara et al., 2023; Saprikis et al., 2018), therefore answering Research Question 1. Vendors on SNS platforms should consider that customers prefer purchasing products and services on these platforms due to their convenience and flexibility. SNS platforms need to support and assist users in finding desired products and services, so that customers perceive the process of learning how to make purchases on SNS as easy. As a result, online sellers are encouraged to boost their sales, engage with customers, and promote their products or services by utilizing SNS as a primary sales channel (Supotthamjaree & Srinaruewan, 2021), therefore answering Research Question 2.

Many customers choose SNS platforms to purchase products and services because they find shopping on these platforms enjoyable, describing it as fun, entertaining, and exciting. To attract more customers, online vendors are encouraged to create engaging and interactive content, such as live videos and interactive activities (Avakiat & Roopsuwankun, 2021). When customers enjoy shopping on SNS platforms, they are more likely to make repeat purchases. Customers, particularly those in Myanmar, tend to prefer purchasing products and services in the simplest and easiest way possible, therefore answering Research Question 3.

This study also revealed that Myanmar customers were more likely to make a purchase if the process was simple and convenient. Therefore, e-retailers should design a straightforward and clear purchasing process, ensuring that product information, price comparisons, order placement, payment methods, and shipping options are all easy to access and use (Hanaysha, 2018). According to the findings of this study, Perceived Enjoyment has a greater impact than Perceived Ease of Use on Purchase Intention. Therefore, online retailers should focus more on creating enjoyable content rather than solely prioritizing the ease of purchasing (Gupta et al., 2019).

According to these findings, sellers should prioritize excitement and amusement, as enjoyment and pleasure are key factors in attracting customers in Myanmar. As a result, online retailers should implement engaging entertainment programs on their social media platforms, such as online contests, entertainment videos, live streaming, and informative content (Bokhari et al., 2021). Additionally, online sellers should consider offering discount coupons, loyalty points, or entertainment-based marketing strategies to enhance the enjoyment factor and attract more shoppers (Indrawan et al., 2022; Yasmin & Khanam, 2022).

This study revealed that the Social Influence factor was not a determinant of the intention to purchase products and services on SNS platforms in Myanmar. Customers generally did not base their purchase decisions on the opinions of their social peers. These findings indicated that other people's views and thoughts had an insignificant effect on customers' decisions to buy products and services on SNS platforms. These results aligned with the empirical study by Shin and Hancer (2016), who found that social pressure did not have a direct impact on purchase intention, contrary to the TPB. This suggests that the original TPB may not be entirely applicable in all contexts, and researchers should therefore exercise caution and consider the specific characteristics of their study subjects when applying the TPB framework.

In this study, Word-of-Mouth (WOM) had an insignificant effect on purchase intention, aligning with the findings of Tun (2022). In that study, WOM was considered a positive recommendation, but

was not directly critical to purchasing decisions. Although online retailers should manage online marketing programs, comments and feedback from other customers do not significantly influence purchasing decisions. Interestingly, Trust is also not a significant factor in the intention to purchase products or services. This finding was consistent with a prior study by Ikhlaash and Linda (2024), who concluded that trust was not the primary factor influencing purchase intention. Instead the primary factor is previous shopping experience, particularly on online platforms.

Limitations and Recommendations

One of the main limitations of this study was its focus on only five factors as antecedents of the intention to purchase products and services through SNS platforms, excluding other potential constructs that may influence purchasing intentions. Additionally, all respondents were Facebook users with prior online shopping experience, which may not be representative of users across different SNS platforms. Given that Facebook is the leading SNS in Myanmar, data were collected solely from this platform. While the sample of Facebook users was appropriate due to their dominance in Myanmar's social media landscape, the findings are limited by concerns about representativeness.

Users of other major SNS platforms, such as X, Instagram, and TikTok were not included in this study, presenting another limitation. Furthermore, mobile and e-commerce websites have different features and procedures, which may result in varying purchasing behaviors among customers. Since the participants of this study had prior experience purchasing products or services through Facebook, the results may not accurately reflect the experiences of potential first-time SNS users. Lastly, this research was conducted exclusively in Myanmar, suggesting that the research model employed may not be applicable to other countries, as online shopping behaviors can differ significantly across various cultures and regions.

Conclusion

The present study found that perceived ease of use significantly influences Myanmar customers' intentions to purchase products and services on SNS platforms due to their comfort and flexibility. This finding aligns with other research studies, suggesting that SNS platforms' user-friendly landscape motivates purchases. Perceived enjoyment also plays an important role, since when customers find the shopping experience engaging and fun, this encourages repeat purchases. Online vendors are encouraged to create interactive content, such as live videos, and to offer discounts to enhance customer enjoyment.

Furthermore, the study revealed that social influence and word-of-mouth have statistically insignificant impacts on purchase intentions, indicating that Myanmar customers do not rely on others' opinions when buying products and services on SNS platforms. Moreover, trust is not a significant factor for repeat buyers, as prior transaction experience reduces the need for trust in future purchases. Ultimately, vendors should focus more on creating enjoyable experiences than on simplifying the purchasing process.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

Al-Alawi, A. I., Almohammedsaleh, Z., Saffar, E. M., & Wahab, F. (2020). Factors affecting consumers' online purchase intention through social media platforms in Saudi Arabia and Bahrain. *Arab Gulf Journal of Scientific Research*, 38(4), 241–259. <https://doi.org/10.51758/AGJSR-04-2020-0014>

Al-Haddad, S., Sharabati, A.-A. A., Harb, L., Husni, A., & Abdelfattah, M. (2022). E-WOM and consumers' purchase intention: An empirical study on Facebook. *Innovative Marketing*, 18(3), 149–158. [https://doi.org/10.21511/im.18\(3\).2022.13](https://doi.org/10.21511/im.18(3).2022.13)

Andijani, A., & Kang, K. (2022). Social commerce acceptance after post COVID-19 pandemic in Saudi women customers: A multi-group analysis of customer age. *Sustainability*, 14(16), 10213. <https://doi.org/10.3390/su141610213>

Avakiat, S., & Roopsuwankun, P. (2021). The important factors influencing the purchase decision of products via online application (Mobile application) of consumers in Bangkok. *Apheit International Journal*, 10(2), 45–56. <https://so04.tci-thaijo.org/index.php/ATI/article/view/254397/173697>

Bernard, D. T., Munasinghe, A. A., Premarathne, I. K., & Wijayarathne, S. (2020). The influence of Facebook marketing on consumer buying intention of clothing: Evidence from young adults. *Archives of Business Review*, 8(9), 37–51. <https://doi.org/10.14738/abr.89.8992>

Bokhari, S. I., Ihsan, D. H., & Jamshaid, F. (2021). Impact of social network Facebook marketing predictors on customer purchase intention. *The Journal of Contemporary Issues in Business and Government*, 27(5), 2238–2252. <https://cibgp.com/au/index.php/1323-6903/article/view/2081>

Chandara, V., Pongpaibool, P., & Norng, S. (2023). Factors influencing behavioral intention to purchase online on Facebook platform: A case study in Phnom Penh city. *Journal of ASEAN PLUS Studies*, 4(1), 61–74. <https://so06.tci-thaijo.org/index.php/aseanplus/article/view/264894>

Chetoui, Y., Butt, I., & Lebdaoui, H. (2021). Facebook advertising, eWOM and consumer purchase intention- Evidence from a collectivistic emerging market. *Journal of Global Marketing*, 34(3), 220–237. <https://doi.org/10.1080/08911762.2021.1891359>

Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003). *Applied multiple regression/correlation analysis for the behavioral sciences* (3rd ed.). Lawrence Erlbaum Associates.

Dang, H. L., Bao, N. V., & Cho, Y. (2023). Consumer behavior towards E-commerce in the post-COVID-19 pandemic: Implications for relationship marketing and environment. *Asian Journal of Business Environment*, 13(1), 9–19. <https://doi.org/10.13106/ajbe.2023.vol13.no1.9>

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>

Davis, F. D., & Venkatesh, V. (1996). A critical assessment of potential measurement biases in the technology acceptance model: Three experiments. *International Journal of Human-Computer Studies*, 45(1), 19–45. <https://doi.org/10.1006/ijhc.1996.0040>

Elshaer, I. A., Alrawad, M., Lutfi, A., & Azazz, A. M. (2024). Social commerce and buying intention post COVID-19: Evidence from a hybrid approach based on SEM – fsQCA. *Journal of Retailing and Consumer Services*, 76(1), 103548. <https://doi.org/10.1016/j.jretconser.2023.103548>

Ferdiansyah, O. A., & Nugroho, S. H. (2023). Consumer purchase intention post COVID-19 pandemic through marketplace : An action learning study. *Jurnal Ilmiah Pangabdhi*, 9(2), 184–194. <https://doi.org/10.21107/pangabdhi.v9i2.22848>

Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Addison-Wesley.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>

Gupta, S., Agarwal, A. K., & Chauhan, A. K. (2019). Factors influencing the purchase decision of apparel brands through social media platforms. *Indian Journal of Economics & Business*, 8(2), 541–554. <https://www.ashwinanokha.com/resources/6-Swati%20Gupta.pdf>

Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis* (7th ed.). Prentice-Hall.

Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>

Ikhlash, M., & Linda, K. R. (2024). The effect of risk perception and online trust on purchase intention in E-commerce. *International Review of Management and Marketing*, 14(6), 109–118. <https://doi.org/10.32479/irmm.17111>

Indrawan, Y. P., Tulung, J. E., & Arie, F. V. (2022). The effectiveness of Facebook advertising on consumer purchase intention on millennial generation in Manado. *Jurnal EMBA*, 10(3), 184–192. <https://doi.org/10.35794/emb.v10i3.41628>

Kemp, S. (2023, February 13). *Digital 2023: Myanmar*. Datareportal. <https://datareportal.com/reports/digital-2023-myanmar>

Kline, R. B. (2011). *Principles and practice of structural equation modeling* (3rd ed.). The Guilford Press.

Lim, Y. S., Ng, T. H., Mohamad, W. N., & Lim, C. E. (2022). Facebook live: How it affects the purchase intention of generation Y in Malaysia? *Journal of Business Management and Accounting*, 12(1), 25–49. <https://doi.org/10.32890/jbma2022.12.1.2>

Lorenzo-Romero, C., Constantinides, E., & Alarco'n-del-Amo, M. C. (2011). Consumer adoption of social networking sites: Implications for theory and practice. *Journal of Research in Interactive*, 5(2/3), 170–188. <https://doi.org/10.1108/17505931111187794>

Neuman, W. L. (2006). *Social research methods: Qualitative and quantitative approaches* (6th ed.). Allyn and Bacon.

Ramirez-Correa, P. E., Arenas-Gaitan, J., Rondan-Cataluna, F. J., Grandon, E. E., & Ramirez-Santana, M. (2023). Adoption of social networking sites among older adults: The role of the technology readiness and the generation to identifying segments. *PLoS ONE*, 18(4), e0284585. <https://doi.org/10.1371/journal.pone.0284585>

Rao, K. S., Rao, B., & Acharyulu, G. (2021). Examining ePWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review*, 33(4), 309–321. <https://doi.org/10.1016/j.iimb.2021.11.002>

Saprikis, V., Markos, A., Zarmpou, T., & Vlachopoulou, M. (2018). Mobile shopping consumers' behavior: An exploratory study and review. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 71–90. <https://doi.org/10.4067/S0718-18762018000100105>

Statista. (2025). *Most popular social networks worldwide as of February 2025, ranked by number of monthly active users (in millions) [Graph]*. <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

Shin, Y. H., & Hancer, M. (2016). The role of attitude, subjective norm, perceived behavioral control, and moral norm in the intention to purchase local food products. *Journal of Foodservice Business Research*, 19(4), 338–351. <https://doi.org/10.1080/15378020.2016.1181506>

Supotthamjaree, W., & Srinaruewan, P. (2021). The impact of social media advertising on purchase intention: The mediation role of consumer brand engagement. *International Journal of Internet Marketing and Advertising*, 15(5/6), 498–526. <https://erp.mju.ac.th/openFile.aspx?id=NDc1ODc3&method=inline>

Taemkongka, S., Pariyaprasert, W., & Leelakasemsant, C. (2022). The factors that influencing the online purchase intentions of furniture through online shopping platforms during the Covid-19 pandemic in Thailand. *AU Hybrid International Conference 2024 on " Entrepreneurship & Sustainability in the Digital Era" Under the Theme of "People Centric Knowledge in Intelligence World"*, 3(1), 344–354. <http://www.assumptionjournal.au.edu/index.php/icesde/article/view/6943>

Tun, P. M. (2021). Female users' behavioral intention to purchase in social commerce through social networking sites. *Shirkah: Journal of Economics and Business*, 6(2), 137–160. <https://doi.org/10.22515/shirkah.v6i2.416>

Tun, P. M. (2022). What is the role of T.E.A concept between positive recommendation and behavioural intention to purchase in social media? *The South East Asian Journal of Management*, 16(2), 23–42. <https://doi.org/10.21002/seam.v16i2.1101>

Yasmin, I., & Khanam, F. (2022). The effect of Facebook marketing on consumers' purchase intention. *Academic Journal on Business Administration, Innovation & Sustainability*, 2(4), 13–25. https://www.researchgate.net/publication/380938153_The_Effect_of_Facebook_Marketing_on_Consumers'_Purchase_Intention

Zulqarnain, M., Iqbal, M., & Muneer, S. (2023). Impact of Social media marketing on purchase intention: Themoderating role of perceived enjoyment. *Journal of Social Media Marketing*, 2(2), 35–48. <https://doi.org/10.33422/jsmm.v2i2.1171>