Information Management and Business Review (ISSN 2220-3796)
Vol. 18, No. 4, pp. 37-52, 2026

Purchase Intention in Social Networking Services (SNS): Impact of the openness to new experiences personality trait and the socialization process

*Azrin Ali[1], Siti Norida Wahab[1], Yasmin Kamall Khan[1], Azlineer Sarip[2]
[1]Faculty of Business Management, Universiti Teknologi MARA, UiTM Cawangan Selangor, Kampus Puncak Alam, Bandar Puncak Alam, Selangor, Malaysia
[2]Faculty of Social Sciences and Humanities, Universiti Teknologi Malaysia
Email: *azrinali@uitm.edu.my, sitinorida23@uitm.edu.my, yasmin@uitm.edu.my, azlineer@utm.my
Corresponding Author: Dr Azrin Ali

Abstract: Framed by the Big Five Factor Model, this study investigated how much one's personality traits and socialisation process influence purchasing intention in social networking services (SNS). This study adopted a snowball sampling method, focusing on SNS users as respondents throughout Malaysia. The data collected were then tested via structural equation modelling (CB-SEM) using AMOS. The study revealed that openness to new experiences, group norms, and social identity significantly impact SNS users' purchase intention. This study's discovery gives SNS developers insights into the pattern of SNS users' purchasing intentions and strengthens the socialisation process as a driver that encourages purchases among users. Recognizing the importance of the SSN, businesses should plan strategically based on the comprehension of users' personalities. It is crucial to incorporate a basic understanding of a person's personality and his or her reasoning for each intention and behaviour to precisely predict and interpret actions, which would enable businesses to sustainably grow towards building a competitive advantage. By understanding more about the types of personality of SNS users, practitioners, as well as society, will benefit from better decision-making capabilities.

Keywords: *Personality traits; socialisation; SNS; purchase intention; sustainability*

1. Introduction

Businesses are attaining positive benefits from the spread of social networking services (SNS) throughout the world. The nature of SNS that facilitates individuals to connect and build virtual connections ultimately offers an unprecedented venue for businesses to grow and promote themselves above and beyond previous efforts towards progressing global sustainability. The operational systems of SNS technology provide social interactions and information facilities and have become the compulsory centre for online purchases globally. (Al Kurdi & Alshurideh, 2025; Attar et al., 2021). The anticipated outcome of virtual conversations and social contacts in cyberspace for consumers is also pronounced through the possible access to multiple sources of information and details that assist consumers to contemplate before purchases. Inclusively, SNS are advantageous for both businesses and consumers as a package in terms of growing transactions, supporting consumers socially, easing word-of-mouth (WOM) messages and circulating info in a commercial setting (Awad & Alharthi, 2025; Chen et al., 2020; Tun, 2021).

Dale Dougherty and Tim O'Reilly invented a new term, "Web 2.0," which was subsequently changed to "social networks" and is now known as "social media" in 2004. According to Gvili et al. (2020), the supposition of a commerce model in the form of social media is a collection of theories. In social media itself, there are variations of platforms such as SNS, video-sharing sites, and photo-sharing sites. SNS is a robust subset of social media that is used daily from different perspectives in human lives. Today, SNS has grown into a dominant social stage where communication is mediated by machines (Albayrak & Ceylan, 2021). SNS is classified by a new structure of links handled by machines and applications as a common tool to create groups with various degrees of influence among users (Bilal et al., 2022). It is estimated that around 5.79 billion people are users of SNS, which is a 248 % surge from 2.33 billion users in 2017, with continuous upward trends expected (Statista, 2026). Examples of SNS include WhatsApp, YouTube, LinkedIn, Facebook, Instagram, and Threads. A global survey conducted on marketers found that most marketers are keen on the value of SNS, such as connectedness, brand awareness, and the engagement opportunities SNS provides via dialogues with consumers (Awad & Alharthi, 2025; Basuki & Husni, 2022). It has been noted in several studies that SNS is considered a part of businesses' instruments, specifically as a marketing strategy (Luqman et al., 2020; Pujadas-Hostench et al., 2019; Zhang & Ha, 2018). SNS offers businesses multiple levels of value, which include segmentation, customer service, WOM support, an economical alternative for advertising, speed of information, and a venue for customers' voices

(Awad & Alharthi, 2025; Balathandayutham & Anandanatarajan, 2020; Curras-Perez et al., 2014).

Despite the abundance of research done on consumer purchase intention, more can be uncovered to address the issues because businesses could enormously benefit from concrete information in understanding purchase intention in SNS specifically. Presently, businesses are misinterpreting consumer decision-making process, not understanding brand loyalty, missing vast opportunities to data mine consumers (Nogueira et al., 2021; Ramnarain & Govender, 2013), missing chances to connect and engage with customers through branding (Hutter et al., 2013), not gaining revenue on possibilities of advertisements (Savulescu & Mihalcea, 2013), lacking understanding on users motivation and attitudes in knowledge management aspects and missing opportunities to reach customers faster and more efficiently (Tan et al., 2013). Additional forgone benefits of social networks include crowdsourcing and listening to conversations among SNS users, which contain hints and feedback on services and products of competitors.

Some determinants of purchase intention studies include attitudinal beliefs, social influence, risk, and the brand's social media (Park & Chun, 2025; Vahdat et al., 2021). However, little emphasis has been made on the combination of an individual's internal cognitive and social influences on a user's experience as factors that facilitate purchase intention through SSN. Yet, the existing research has not examined the combination of these aspects comprehensively, even though it is considered a cornerstone of individual intention decision-making. Not only has SNS reached a stage as a vital medium for individual purchase intention, but it also enables people of common interest to connect, disclose, and exchange information, ideas, feelings, experiences, interests, or desires (Al Kurdi & Alshurideh, 2025; Hsu et al., 2013; Shi et al., 2018). SNS has also seized users' decision-making without anyone realizing it. To effectively maximize the potential of social networking services in driving user purchases, research should span a broad spectrum of individual characteristics (Anindito & Handarkho, 2022; Bashir et al., 2023). However, businesses in Malaysia lack an understanding of the nuances in this field, given the limited research conducted locally (Ali, 2021). Hence, this study aims to investigate the effects of different personality traits and socialisation processes in SNS on users' purchasing intention, using the Big Five Model (BFM) as the underpinning theoretical premise. BFM is one of the most extensive models used as a predictor of purchase behaviour in the field of psychology (De Raad & Mlačić, 2015; Copeland & Zhao, 2020; Supieza et al., 2025). BFM states that a person's personality traits are important in determining many life outcomes (De Raad & Mlačić, 2015), which in turn influence purchase intention in SNS users daily.

This study is motivated to determine:

- Which personality traits are viable for purchase intention through SNS
- To examine the dimensions of the impact of the socialisation process in SNS.

For these reasons, this paper is organized into various sections.

2. Literature Review

Big Five Factor Model as the underpinning theory

This conceptual framework investigates how personality traits within the Big Five Factor Model influence consumer decision-making processes and subsequent purchase intentions. These fundamental dimensions of human disposition serve as key predictors for behavioral variations in retail settings, as they transcend cultural and demographic boundaries to shape how individuals engage with market offerings (Liu & Chen, 2025).

By analysing these stable personality dimensions, marketers can design personalized solutions that align with specific consumer values and motivations, thereby facilitating more effective consumer-brand interactions. For instance, personality traits such as openness and conscientiousness influence consumer interactions with AI interfaces, affecting chatbot adoption and information processing (Liu & Chen, 2025). Such strategic alignment transforms broad marketing initiatives into individualized experiences that resonate more deeply, ultimately strengthening the causal link between dispositional traits and final decision outcomes in diverse retail environments.

Purchase intention

One of the main steps prior to any action in a person's decision involves intention. Before acting, individuals

are faced with plenty of choices during decision-making, such as what to eat, where to live, what to buy, and all sorts of decision-making situations, which most commonly start with having an intention (Attar et al., 2021). To perform an act of purchase is another circumstance that individuals face almost daily, and as a matter of fact, this condition deals with intention. For businesses, uncovering purchase intention is crucial to product and service development. It is important to ensure business sustainability. When the perfect condition meets with the perfect product, consumers are greatly motivated to have the intention to purchase (Kurdi et al., 2025; Hoe & Mansori, 2018), which is frequently related to the perceptions, attitudes, behaviour of consumers, and information quality.

Businesses have long been interested in understanding what motivates consumers to purchase by dissecting various reasons to offer the best fit between businesses and consumers. The curiosity to understand what motivates consumers to purchase has evolved into questioning how consumers consume (Shabankareh et al., 2025; Bilal et al., 2022). Eventually, the study of market segmentation emerged to find out similar consumers' needs and desires within a group (Al Kurdi et al., 2025; Ruangkanjanases et al., 2020). Market segmentation includes psychographic (lifestyle, personality), behavioural (benefit desire, brand loyalty), demographic (gender, age, social class), and geographic (country distinctions, regional) factors. Correspondingly, Shi et al. (2018) noted that consumers' motives and desires could reasonably be impacted by physical and social environments as well. Past research has proved that consumers who benefit from being an informed buyer would result in and induce a satisfied purchase aftermath (Chen et al., 2025; Attar et al., 2021; Tran et al., 2021). Another important insight from previous studies is that consumers are found to rely more on their unofficial informants, who are friends, family, and acquaintances, rather than information obtained from companies (Yang et al., 2026; Lantos, 2021). Other than that, it is also evident that news travels fast in the virtual world (Tan & Sia, 2021).

Personality traits

Personality traits are essential contributors to the behaviour-personality relationship through an individual's internal elements (Elangovan et al., 2025; Grace et al., 2015). Precisely, the field of psychology assimilates discrete and distinctive individual behaviour as part of the personality traits dimension. Personality, according to Yang et al. (2015), is a dynamic arrangement of psychophysical systems within an individual that generates a person's specific patterns of behaviour, feelings, and thoughts. On the other hand, personality classifies as a different clusters including behaviouristic, psychoanalytic, humanistic, and trait paradigms (Nostro et al., 2017). Personality traits work to portray personality in an individual subject consistently and permanently.

Personality categorisation is called the five-factor model, known as the "Big Five". The five trait dimensions are openness to new experiences, conscientiousness, extraversion, agreeableness, and neuroticism. The consistency of these factors is tested in dissimilar assessments, dialects, and nations, exhibiting the operational sturdiness of the model (De Raad et al., 2015; Grace et al., 2015). Due to its wide usage, the Big Five model is now considered a common explanation of personality. The Big Five is defined in two opposite poles, designed to imply a range where most people occupy a central position. Moreover, the Big Five does not include every description of personality because of its purpose as a guide in the general classification. Though specific constructions might focus on a specific personality feature projected onto the Big Five dimensions, the Big Five could not fully describe all aspects of personality (Arpaci et al., 2022; Elangovan et al., 2025). Correspondingly, other studies suggest that there are more opportunities to investigate personality traits' influence on purchase intention in SNS extensively, as personality is an integral part of a consumer. Users' personality differences cause various online behaviours and have an immense impact on businesses (Gera & Agarwal, 2023; Rajendran et al., 2018; Zhao et al., 2025).

To assess SNS users' personality traits, the Big Five Inventory (BFI), adapted from Chen et al. (2021), is used based on the six facets of personality traits. It is intended to measure SNS users' personality traits along with five sides of personality which are openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. It is an important dimension to understand the SNS socialisation processes that impact users' purchase intention based on personality traits. Moreover, there is equally great anticipation to expand knowledge on consumer purchase intention research specifically through the socialisation process in SNS (Hafeez et al., 2017; Riaz et al., 2021).

Next, the outcome of this study could increase business owners' devotion to SNS, as SNS is considered an important marketing channel in businesses and practitioners may plan strategically based on the understanding of users' personalities. Additionally, this study's findings that focus on the personality traits in SNS would enlighten individual decision-making in the virtual world (Sosanuy et al., 2021; Zeqiri et al., 2025). Although messages and interaction occur through machine-mediated channels, at each end of the SNS exchange stands an individual for the final decision-making. Therefore, it is crucial to incorporate a basic understanding of a person's personality and his or her reasoning for each intention and behaviour to precisely predict and interpret actions, which would enable businesses to plan accordingly towards business sustainability (Osei et al., 2022; Yang et al., 2026).

To date, numerous studies have attempted to determine the relationship between personality traits and the use of SNS (Balathandayutham & Anandanatarajan, 2020; Osei et al., 2022; Shabankareh et al., 2025). However, mixed results appeared despite stable personality trait measurement being applied. That leaves a huge potential for studies to further delve into the ways personality traits and SNS could be intertwined with a focus on the predictive capability of personality traits of SNS users and purchase intention. Hence, the following hypotheses are proposed based on these justifications:

H1: Personality traits influence consumer purchase intention in SNS
H1a. Openness positively influences consumer purchase intention in SNS
H1b. Conscientiousness positively influences consumer purchase intention in SNS
H1c. Extraversion positively influences consumer purchase intention in SNS
H1d. Agreeableness positively influences consumer purchase intention in SNS
H1e. Neuroticism positively influences consumer purchase intention in SNS

Socialisation

Scholars and practitioners are fascinated with the evolution of technology and its effect on consumer behaviour. Various theories and models have been experimented with and brought forward for scrutiny and discussion. The main interest of the practitioners lies in the question of what drives decision-making and consumers' purchase intention (Bui et al., 2025; Ismail et al., 2018; Shi et al., 2018). A major argument towards acceptance of technology certainly is an individual's attitude, his or her cognition, and the effect linked to technology. Equally important is the suggestion to incorporate social influence from one's social network to increase prediction since an individual's attitude and behaviours are a result of the socialisation process (Ismael et al., 2025; Ruangkanjanases et al., 2020). Since individuals are naturally social creatures, social integration may unite diversity and independence (Yang et al., 2026; Yang et al., 2015). This translates into the idea that one's own attitude or decision-making towards a product or service is not only caused by one's own attitude but also by the socialisation effect based on the desire to align one's behaviour with referent group norms (D'Arco et al., 2023).

Similarly, previous studies found that brands or products from social media significantly influence consumer buying habits (Raman & Hu, 2024; Wang & Wang, 2020). However, not many studies have scrutinised high-tech innovations' interaction with social influence specifically on consumer decisions (Argo, 2020). Moreover, previous empirical evidence supporting social influence has been somewhat mixed. Binyamin et al. (2018) found that the use of new information systems is not affected by subjective norms. Furthermore, the opposite impact was found in several organizational studies, signifying that social influence does affect attitudes toward social media and employees' behavioural intentions (Chen et al., 2020; Bilal et al., 2022). Hence, empirical studies are needed to comprehend such relationships to further elucidate decision-making.

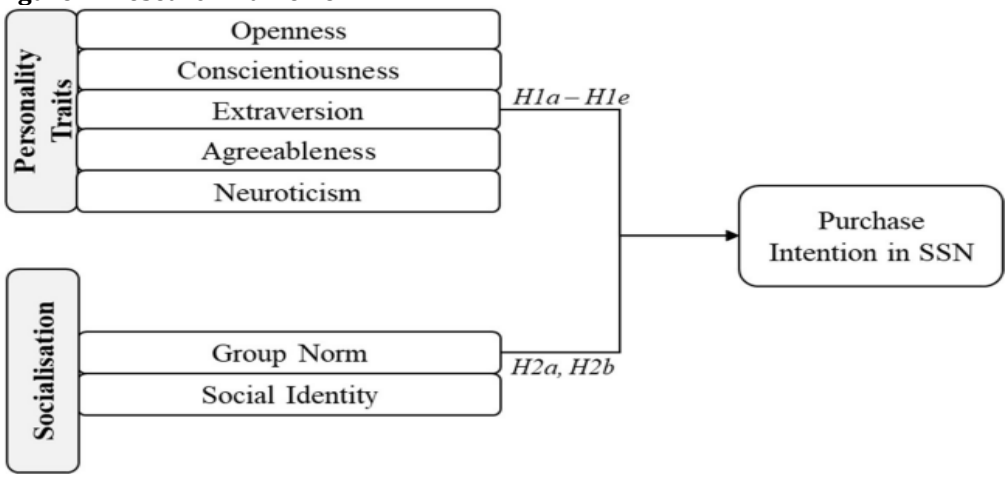
Group norm effects happen when several individuals agree on beliefs and shared goals. Most importantly, distinct rules and resolutions are crucial factors for any community in the virtual world (Paftalika & Hananto, 2018; Ruangkanjanases et al., 2020). For this reason, online communities represent group norms most closely when group-related information is being shared and regulate members' actions; community values, goals, and conventions are passed to each member of online communities. Perceived community norms occur after repeated and long-term interaction with the group. Additionally, it is said that group norms influence behavioural intention and persuade members to have a feeling of togetherness and solidarity (Akram et al., 2022; Paftalika & Hananto, 2018).

Equally important is that social influence's impact on purchase intention is manifested through previous work researching reasons for SNS use (Copeland & Zhao, 2020; Doan, 2020). Vahdat et al. found that influencers on attitude come from various sources such as relatives, neighbours, friends, and family members, as well as inspiring personalities in the media such as movie stars or sports champions (2021). Dummanonda and Nuangjamnong (2021) acknowledged that there are significant effects on users' social media behaviour from both group norms and social identity. In the form of a shared vision, group norms have an impact on online community users' knowledge sharing and behaviour as well, which causes individuals with common interests, desires, and backgrounds to start to evolve (Binyamin et al., 2018). Additionally, due to social influence, members of the same community will also start to act likewise (Curras-Perez et al., 2014; Hsu et al., 2013; Pornsakulvanich, 2017). Finding out the underlying reasons that cause these users to be part of the same actions and the cause to spur users to contribute, initiate, as well as purchase is worthy to be investigated (Yeo, 2012).

Social identity is not based on a single theory, as it covers affective, cognitive, and evaluative aspects. The formation process of social identity comes from influences of family members, friends, and neighbours, as well as various personalities such as sports champions, politicians, or movie stars. Jokisch et al. (2020) posited that these influences are powerful on consumer purchasing behaviour, especially if users voluntarily adopt a technology, and are even more pronounced than those from networks in the workplace or education. One explanation offered by Sanyal et al. (2021) was that an individual's intent is sometimes exaggerated by enhanced community status or self-perception in the eyes of people surrounding the purchasers, which encourages the act of adopting new inventions. This is further supported by Farivar and Wang (2022) where social identity is positively correlated with purchaser decisions. Based on the above discussion, this study hypothesises that.
H2a. Group norms positively influence consumer purchase intention in SSN
H2a. Social identity positively influences consumer purchase intention in SSN

For this reason, this study intends to further understand personality traits and the effects of interaction between consumers in the SNS socialisation process on purchase intention. Figure 1 exhibits a research framework for this study.

Figure 1: Research framework



Thus, the goal of this study is to link personality traits and socialisation impact on consumer purchase intention for SNS users.

3. Research Methodology

Sampling and data collection procedure

A self-administered questionnaire was collected from the 138 respondents through emails, Google Forms and WhatsApp. A total of 134 surveys were completed and usable, which were included in the analysis process. Self-administered questionnaires are handy for both participants and researchers since questions may be

answered quickly and researchers can code the questions in a short amount of time. They are also efficient in terms of time and money (Dalati & Marx Gómez, 2018). This sample size exceeds the G*Power software's minimal required sample size of 97 (Faul et al., 2009). Cohen's (1988) power of 0.80, error of 0.05 and medium effect size of 0.15 were used to get this sample size. The unit of analysis in this study is individual SNS users in Malaysia, and the sampling frame comprises all SNS users in Malaysia who have made prior online purchases, are 18 years and above and are able to speak and write in English.

Measurement

Five-point scales that were adapted from previous literature were used for all measurements. This study specifically adapts the "personality traits" from the Chen et al. (2021) BFI with eight items for agreeableness, eight items for conscientiousness, nine items for extraversion, and eight items for neuroticism. As for "socialization", five items for social identity and seven items for social influence were adapted from Grace et al. (2015) and Cheek and Briggs (2013) respectively. Three components in the purchasing intention construct were adapted from Haslinda et al. (2015). Due to its robust capabilities to perform regression during confirmatory factor analysis (CFA) as well as to test the measurement and structural model simultaneously, AMOS version 24.0 was used to analyse the data (Hair et al., 2017).

4. Findings and Results

Reliability assessment

To check on the internal reliability of the multiple measures and different constructs, Cronbach's alpha values are applied. The ideal Cronbach's alpha, according to Hair et al., 2017) is 0.70. A value of 0.90 is considered to be excellent reliability, a value of 0.7-0.9 is considered to be high reliability, a value of 0.50-0.70 is considered to be moderate reliability, and a value of less than 0.5 is considered to be low reliability. All eight research variables are listed in Table 1 which displays the consistency of scales employed in this study.

Table 1: Reliability assessment

Subscale	Items	Cronbach's alpha score	Level of reliability
Openness	2	0.665	Moderate Reliability
Conscientiousness	3	0.762	High Reliability
Extraversion	3	0.562	Moderate Reliability
Agreeableness	3	0.644	Moderate Reliability
Neuroticism	3	0.704	High Reliability
Group Norm	7	0.854	High Reliability
Social Identity	3	0.560	Moderate Reliability
Purchase Intention	3	0.876	High Reliability

Source: Data collected

After inspecting the correlation matrix in the previous phase, where most of the item coefficients were 0.3 or above, component analysis was carried out. According to the findings of the factor analysis, the two questions that loaded on Factor 1 were classified as indicators of openness to new experiences. Conscientiousness was named as Factor 2 (3 items), extraversion was named as Factor 3 (3 items), agreeableness was named as Factor 4 (3 items), neuroticism was named as Factor 5 (3 items), group norm was named as Factor 6 (3 items), social identity was named as Factor 7 (3 items), and purchase intention was named as Factor 8 (3 items).

KMO and Bartlett's test

The KMO and Bartlett test comes before CFA and is crucial since it shows if the data is suitable for CFA or not. Bartlett's test of sphericity and KMO are intended to determine whether factor analysis is appropriate for use in research (Hair et al., 2017). The KMO test yields scores ranging from 0 to 1, with numbers closer to 1 being preferable. Conversely, according to Hadi et al. 2016), results are further divided into two parts, where values between 0.5 and 1.0 indicate that the data are eligible for factor analysis, whereas values below 0.5 are not. Any data that meet both requirements are accepted to move forward with factor analysis since Bartlett's test of sphericity requires that the p-value be less than 0.05 to demonstrate its significance (Hair et al., 2017). Table 2 demonstrates the results of this research. As shown, this research satisfies KMO and Bartlett's test of sphericity.

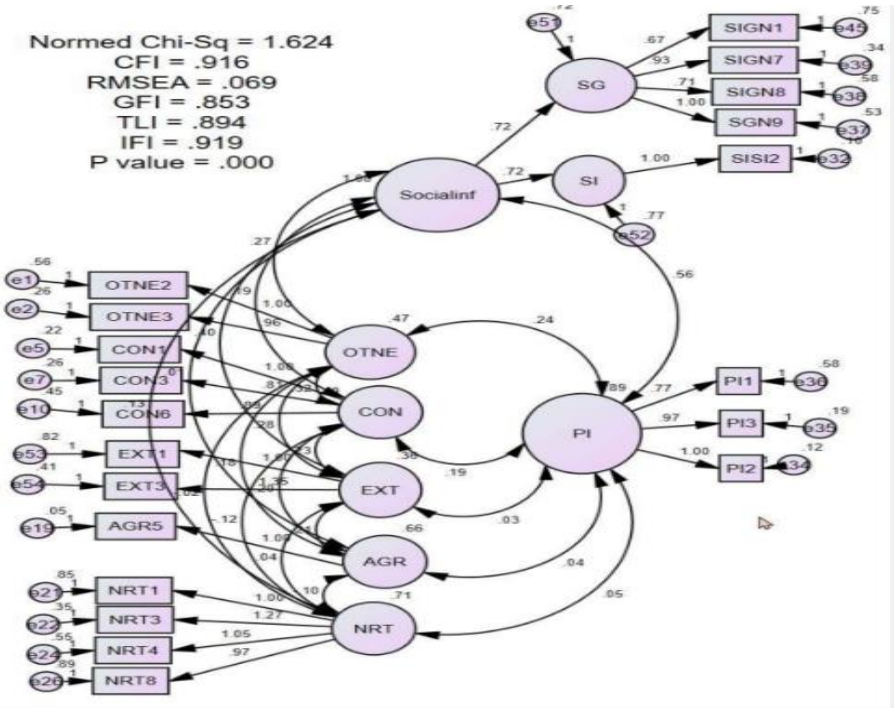
Table 2: KMO and Bartlett's test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.748
Bartlett's Test of Sphericity	Approx. Chi-Square	1740.879
Df.		378
Sig.		.000

Confirmatory factor analysis (CFA)

Hair et al. (2017) and Zainudin (2015) both proposed that CFA should be tested via two phases which are construct validity assessment and goodness-of-fit assessment. Hence, this research performs both stages for CFA. Figure 2 is the CFA model before adjusting the measures. Included in this stage are five personality traits, two socialisation processes, and purchase intention in SSN constructs. Concerning the CFA, eight variables and 56 measures were employed. Openness to new experience (OTNE), conscientiousness (CON), extraversion (EXT), agreeableness (AGR), neuroticism (NRT), group norm (SIGN), social identity (SISI), and purchase intention (PI) were the variables selected. Each of these variables is loaded with its own measures and assessed by CFA. Kline (2015) contends that at least four tests of model fit should be used to evaluate CFA and structural models. Seven goodness-of-fit indices, including the chi-square (X2) to the degrees of freedom (Df), goodness-of-fit index (GFI), incremental fit index (IFI), Tucker-Lewis index (TLI), comparative fit index (CFI), root mean square error of approximation (RMSEA), and p-value, have been selected for this study.

Figure 2: CFA



The following Table 3 displays goodness-of-fit indices for CFA, along with the recommended criteria for these indices (Hair et al., 2017). The findings indicate that the CFA's goodness-of-fit indices are inconsistent. GFI and TLI readings are below the recommended criteria. Therefore, by eliminating some items, connecting them to new variables, and adding linked measurement errors, our study has improved the model (Anderson & Gerbing, 1988). After some measures were deleted, some modification indices were changed, and the model fit was improved (Hair et al., 2017).

Table 3: Goodness-of-fit indices for preliminary CFA

Model fit indices	Recommended criteria	Default model	
X /Df			2
GFI		0.853	
IFI	≥ 0.9	0.919	
TLI	≥ 0.9	0.894	
CFI	≥ 0.9	0.916	
RMSEA	< 0.08	0.069	
	1:3 1.661		
P value	0.05	0.000	≥ 0.9

Construct validity

Hair et al. (2017) emphasized the imperative of verifying the results of CFA through construct validity. After the deletion of a few items in the preliminary CFA test, there are 27 items left in the model. In the next process, two tests are conducted in this research to investigate construct validity, namely convergent and discriminant validity. These tests show how measures are related to each other and also prove whether measures belong on the same scale or not. Factor loadings, composite reliability (CR), and average variance extracted (AVE) are used to evaluate convergent validity.

Table 4 demonstrates that all loadings, CR, and AVE meet the specifications. The majority of the loadings are more than 0.70 as suggested by Hair et al. (2017). Since other items from the same constructs have high loading scores to complement AVE and CR, the six items below that threshold (loading values from. 656 to. 686) are regarded as satisfactory out of the 27 items that were retained (Byrne, 2013). Every CR and AVE exceeds 0.70 and 0.5, respectively.

Table 4: Factor loading, CR and AVE

Construct	Loadings	CR	AVE
Openness		0.842	0.730
I am interested in exploring many new things	0.946		
I try to open myself to new opportunities	0.752		
Conscientiousness		0.856	0.667
I often complete tasks successfully	0.916		
I excel in something that I'm interested in	0.832		
I work hard to achieve what I intend to achieve	0.686		
Extraversion		0.759	0.513
I can talk to others about new things that attract me	0.707		
I am assertive in taking charge of the assigned task	0.676		
I enjoy being part of a group in completing the task	0.763		
Agreeableness		0.804	0.577
I trust others	0.794		
I value cooperation over competition	0.711		
I am concerned about others	0.773		
Neuroticism		0.823	0.612
I am not easily bothered by things	0.728		
I stay calm even in tense situations	0.686		
I'm able to control myself	0.914		
Group Norm		0.885	0.523
I achieve a sense of belonging by purchasing the same products and brands that others purchase	0.656		
I like to know what brands and products make good impressions on others	0.737		

I often consult other people to help them choose the best alternative available from a product class.	0.683		
I often identify with other people by purchasing the same products and brands that they purchase.	0.793		
If other people can see me using a product, I often purchase the brand they expect me to buy	0.718		
It is expected that people similar to me use the same products or brands	0.728		
When buying products, I generally purchase those brands that I think others will buy	0.742		
Social Identity		0.773	0.533
My feeling of belonging is always belonging to my community	0.793		
My popularity lies with other people	0.721		
My act is the way in which other people react to me	0.673		
Purchase Intention		0.924	0.803
There is a possibility that I will use information from social media to decide to buy a product or service in the future	0.830		
I intend to use information from SNS to decide to buy a product or service in the future.	0.928		
I will repeatedly use information from SNS to decide to purchase products or services in the future	0.926		

Table 5 shows that the square root of the AVE of each construct exceeds the correlation of that construct with other constructs, and each item loading is substantially greater on its assigned construct than on the other constructs. All of the values meet the discriminant validity requirement, which states that r values should be smaller than 0.9 (Gold et al., 2001). Therefore, the statistical data give sufficient support for discriminant validity.

Table 5: Discriminant validity

	AGR	CON	EXT	SIGN	NRT	OTNE	PI	SISI
AGR	(0.760)							
CON	0.279	(0.817)						
EXT	0.455	0.519	(0.716)					
SIGN	0.153	0.133	0.330	(0.723)				
NRT	0.167	0.461	0.416	0.117	(0.782)			
OTNE	0.327	0.516	0.383	0.198	0.423	(0.855)		
PI	0.307	0.268	0.346	0.422	0.159	0.362	(0.896)	
SISI	0.327	0.282	0.427	0.509	0.331	0.320	0.543	(0.730)

Structural model

This study performed a goodness-of-fit analysis to validate the structural model, which is composed of the following variables: X^2/Df, GFI, IFI, TLI, CFI, and RMSEA. The structural model's goodness-of-fit indices are included in Table 6, along with the test's recommended criteria (Hair et al., 2017). The findings demonstrate that not all goodness-of-fit indices on the tests for the structural model were met. The values for X^2/Df (1.661), GFI (0.849), IFI (0.922), TLI (0.901), CFI (0.920), and RMSEA (0.071) vary between those that are above and below the suggested threshold.

Table 6: Goodness-of-fit for structural model

Model fit indices	Recommended criteria	Default model
X		
GFI	≥ 0.9	0.849
IFI	≥ 0.9	0.922
TLI	≥ 0.9	0.901
CFI	≥ 0.9	0.920
Df	**1:3**	**1.661**
RMSEA	**< 0.08**	**0.071**
P value	**0.05**	

The value of the coefficient of determination is 0.58 which indicates that the contribution of exogenous constructs, which are social influence and personality traits in estimating endogenous construct Y, is 58%. Purchase intention predictors are estimated to account for 58% of its variance. In other words, the variance in the purchase intention inaccuracy is about 42.0% of the variance in the purchase intention. Figure 3 displays the standardized path coefficients for every path in the model and the regression path coefficients for every path in the model, with tables for standardized regression weights (factor loading) and regression path coefficients and their significance based on p-value < 0.05.

Figure 3: Regression path coefficients for every path in the model

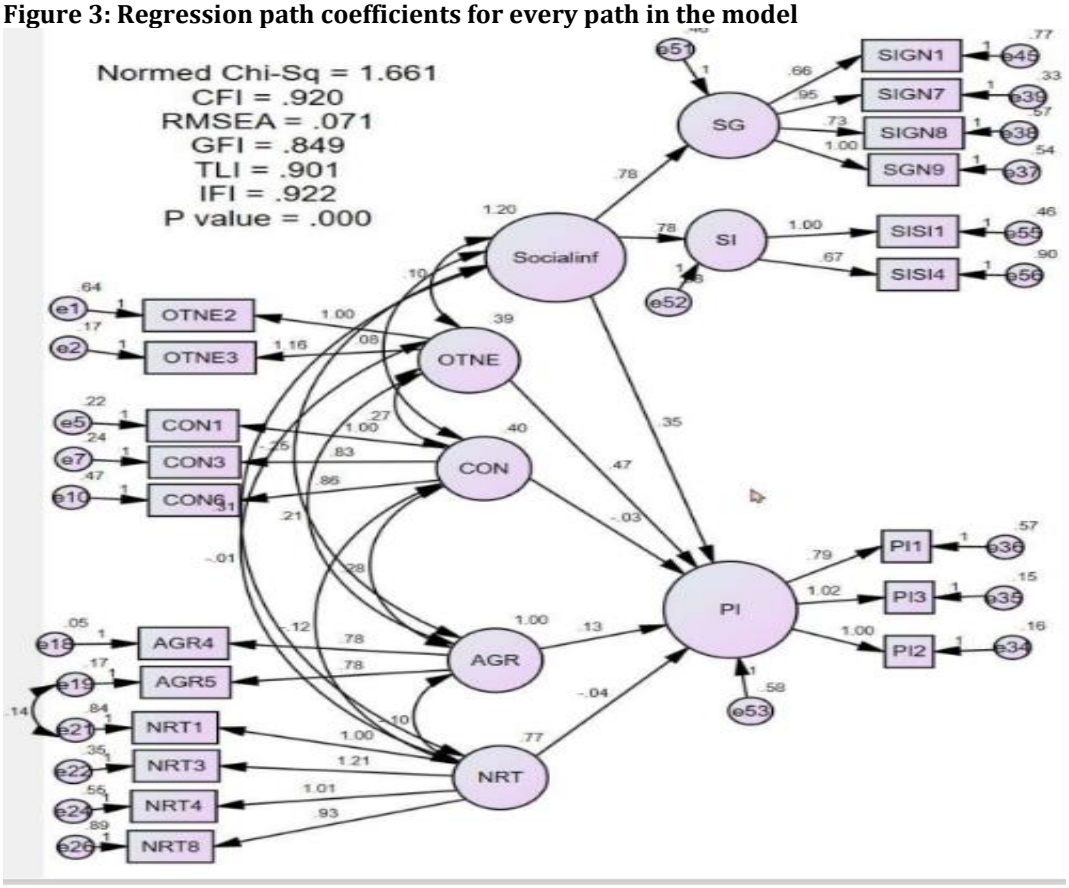


Table 7 summarises the results of the hypothesis testing. Specifically, openness to new experiences (β=0.189, p<0.05), group norm (β=0.175, p <0.05) and social identity (β=0.374, p<0.05) were found to influence purchase intention in SSN. Thus, only H1a, H2a and H2b are supported. The resulting path values for the remaining interaction effects involving conscientiousness (β=0.053, p>0.05), extraversion (β=0.040, p>0.05), agreeableness (β=0.084, p>0.05), and neuroticism (β=-0.121, p>0.05), are all insignificant. Hence, the H1b, H1c, H1d and H1e are rejected. The role of the effect size is then evaluated. The effect size (f^2) measures the

proportional influence of an endogenous construct and a predictive construct (Cohen, 2016). With an effect size (f^2) of 0.36, social identity was identified as the dimension that significantly contributed to explaining purchasing intention in SSN.

Table 7: Hypothesis testing

Hypo.	Relationship	β	SE	t-value	p-value	f^2	Decision
H1a	OTNE Purchase Intention	0.189	0.084	2.250	0.025	0.170	Supported
H1b	CON Purchase Intention	0.053	0.090	0.589	0.556	0.049	Not Supported
H1c	EXT Purchase Intention	0.040	0.095	0.425	0.671	0.048	Not Supported
H1d	AGR Purchase Intention	0.084	0.086	0.971	0.332	0.091	Not Supported
H1e	NRT Purchase Intention	-0.121	0.083	1.455	0.146	-0.086	Not Supported
H2a	SIGN Purchase Intention	0.175	0.089	1.978	0.049	0.194	Supported
H2b	SISI Purchase Intention	0.374	0.093	4.006	0.000	0.360	Supported

Notes: $p<0.05$

Discussion

The empirical finding confirms that openness to new experiences has a direct and advantageous impact on SNS users' intentions to make a purchase. This result supports Gvili et al. (2020) and Iqbal et al. (2021) findings on positive openness to new experience relations as well. SNS users with this trait are not very concerned with the perceived value of information or connectedness in the SNS unlike other personality traits; hence, it is easier for this type of personality trait to be enticed with offers or items found online.

Similarly, the findings of this study support the influence of social identity and group norms on SNS users' purchasing intentions. This finding demonstrates that users are more likely to have strong, positive purchase intentions after connecting with others via SNS without the assistance of other mediating factors. This result is supported by Belgiawan et al. (2017) and Sambe et al. (2021). Users are found to be influenced by the feeling of togetherness with group members and also have the same goals and values as others. The findings verify that SNS users listen to other users in terms of purchasing information and react to it. This research can conclude that for the average SNS user, the impact of the socialisation process exists after interacting with other members. Interaction could be in the form of text, visuals, video streams, emoticons, symbols, and audio. Hence, general users are found to be affected by what they receive and seem to induce purchase intention within them.

5. Conclusion and Recommendations

Theoretical implications

The major contribution of this investigation is to add to the cumulative knowledge of the BFM model in the area of purchase intention. In this study, a theoretical framework examines the personality traits and socialisation process on purchase intention from SNS users' psychology aspect. This research provides marketers with guidelines to understand the effects of the socialisation process in SNS towards purchase intention among users.

Practical implications

The findings suggest that through the existence of SNS, companies are exposing themselves to SNS users and helping increase purchases through repeated publicity. This could occur subconsciously and organically; hence marketers are advised to design marketing strategies that include activities to integrate SNS in the marketing plan (Andon & Annuar, 2023). Similarly, this study's findings offer valuable insights to marketers.

Limitations and future research

Despite the theoretical and practical contributions offered by this research, there are other boundaries to overcome. The results are not easily generalizable to the population, and this becomes a limitation of this research. Another limitation of this research is that the personality traits tested did not show stability results despite having high reliability and stability performance in other studies. There are adjustments needed for fine-tuning in terms of adaptation and sample choice in future studies.

Next, the snowball sampling method could be used, but with another subsequent method such as offline follow-up and establishing links with other institutions or organizations that could connect this research to the sample population. Despite the growing popularity of the snowball sampling method, this research was not able to collect a bigger data sample through the dissemination of the surveys. The inability of the snowball sampling method to gain momentum contributed to the small sample collected. The sample size projected was 400, however, only 133 respondents were analysed and contributed to the less-than-optimum model fit for this study. Woodley and Lockard (2016) attested to the failure of the snowball sampling method in their research as well when their research failed to gather enough respondents. There are various alternatives to fix the uptake rates such as reaching out to offline participants via original online participants. Another way to overcome the barriers is also to ask for assistance from local organizations or institutions to which potential respondents are connected (Parker et al., 2019).

AMOS was used to validate this research framework, and the findings highlighted the socialisation process as a major component that influences users' purchasing intentions in SNS. However, most of the personality trait dimensions are deemed to be insignificant factors in purchase intention for SNS users. Hence, future research should further investigate how personality traits may influence users' purchase intention in SNS.

Acknowledgement: Funding for the project was received from the Faculty of Business and Management, UiTM, Puncak Alam Campus, Selangor, Malaysia, grant number 600-RMC/GPM LPHD 5/3 (085/2022).

References

Akram, M. S., Malhotra, N., Goraya, M. A. S., Shareef, M. A., Malik, A., & Lal, B. (2022). User engagement on global social networks: Examining the roles of perceived brand globalness, identification and global identity. *Technological Forecasting and Social Change*, 181, 121771.

Ali, A. (2021). Understanding purchase intention for different personality traits in social networking services. *e-Academia Journal*, *10*(2), 44-58.

Al Kurdi, B., & Alshurideh, M. T. (2025). The effect of social media influencer traits on consumer purchasing decisions for keto products: examining the moderating influence of advertising repetition. *Journal of Marketing Communications*, *31*(4), 422-443. Albayrak, M., & Ceylan, C. (2020). Effect of eWOM on purchase intention: meta-analysis.

Albayrak, M., & Ceylan, C. (2021). Effect of eWom on purchase intention: meta-analysis. *Data Technologies and Applications*, *55*(5), 810-840.

Al Kurdi, B., Alquqa, E. K., Al-gharaibeh, S. M., Alhyasat, K. M., Alzoubi, H. M., Alshurideh, M. T., ... & Al-Sulaiti, G. (2025). Determinants influencing consumer adoption of energy-efficient home appliances in Jordan: An empirical analysis. *International Journal of Energy Economics and Policy*, *15*(4), 780-788.Lantos, G. P. (2015). Consumer behavior in action: Real-life applications for marketing managers. Routledge.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modelling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411.

Anindito, K., & Handarkho, Y. D. (2022). The impact of personality trait and social experience on youngsters' intention to purchase impulsively from social commerce platforms. *Young Consumers*, *23*(1), 53-71.

Andon, N. S., & Annuar, S. N. S. (2023). The Adaptation of Social Media Marketing Activities in S-Commerce: TikTok Shop. *Information Management and Business Review*, 15(1 (I) SI), 176–183.

Argo, J. J. (2020). A contemporary review of three types of social influence in consumer psychology. *Consumer Psychology Review,* 3(1), 126–140.

Arpaci, I., Karatas, K., Kusci, I., & Al-Emran, M. (2022). Understanding the social sustainability of the Metaverse by integrating UTAUT2 and big five personality traits: A hybrid SEM-ANN approach. *Technology in Society*, 71, 102120.

Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in a social commerce context. *British Food Journal*, 123(3), 849–868.

Awad, A., & Alharthi, B. (2025). The role of digital marketing tools in promoting. Problems and Perspectives in Management, 22(4), 163-173.

Balathandayutham, P., & Anandanatarajan, K. (2020). Digital marketing through social networking sites (SNS): A field of digital empowerment. *International Journal of Scientific and Technology Research,* 9(2), 734–736.

Bashir, T., Zhongfu, T., Sadiq, B., Anwar, A., & Naseem, A. (2023). Personality traits and their impact on continuance intention to use social networking sites to buy branded clothing. *Industria Textila*, *74*(5), 564-571.

Basuki, K., & Husni, A. N. (2022). The Effect of Digital Marketing and Brand Image on

Belgiawan, P. F., Schmöcker, J.-D., Abou-Zeid, M., Walker, J., & Fujii, S. (2017). Modelling social norms: Case study of students' car purchase intentions. *Travel Behaviour and Society,* 7, 12–25.

Bilal, M., Jianqiu, Z., Akram, U., Tanveer, Y., Sohaib, M., & Raza, M. A. A. (2022). The role of motivational factors in determining attitude towards eWOM in social media context. In Research Anthology on Social Media Advertising and Building Consumer Relationships (pp. 283–303*). IGI Global*.

Binyamin, S. S., Rutter, M. J., & Smith, S. (2018). The influence of computer self-efficacy and subjective norms on the students' use of learning management systems at King Abdulaziz University*. International Journal of Information and Education Technology*, 8(10).

Bui, C. T., Ngo, T. T. A., Chau, H. K. L., & Tran, N. P. N. (2025). How perceived eWOM in visual form influences online purchase intention on social media: A research based on the SOR theory. *Plos one*, *20*(7), e0328093.

Byrne, B. M. (2013). Structural equation modelling with Mplus: Basic concepts, applications, and programming. Routledge.

Cheek, J. M., & Briggs, S. R. (2013). Aspects of Identity Questionnaire (AIQ-IV). Measurement instrument database for the social science. Measurement Instrument Database for the Social Science. Http://Www. Midss. Org/Content/Aspects-Identity-Questionnaireaiq-Iv.

Chen, W.-K., Chen, C.-W., & Lin, Y.-C. (2020). Understanding the influence of impulse buying toward consumers' post-purchase dissonance and return intention: an empirical investigation of apparel websites. *Journal of Ambient Intelligence and Humanized Computing*, 1–14.

Chen, X., He, J., Swanson, E., Cai, Z., & Fan, X. (2021). Big five personality traits and second language learning: A meta-analysis of 40 years' research. *Educational Psychology Review*, 1– 37.

Chen, Y., Cao, W., & Wang, K. (2025). Purchase intention of new energy vehicles: a comprehensive analysis considering total cost of ownership and personality traits. *Transportation Research Part F: Traffic Psychology and Behaviour*, *114*, 701-720.

Cohen, J. (1988). Set correlation and contingency tables. *Applied Psychological Measurement,* 12(4), 425–434.

Cohen, J. (2016). A power primer.

Copeland, L. R., & Zhao, L. (2020). Instagram and theory of reasoned action: US consumers' influence of peers online and purchase intention*. International Journal of Fashion Design, Technology and Education*, 13(3), 265–279.

Curras-Pérez, R., Ruiz-Mafe, C., & Sanz-Blas, S. (2014). Determinants of user behaviour and recommendation in social networks: An integrative approach from the uses and gratifications perspective*. Industrial Management & Data Systems*, 114(9), 1477–1498.

D'Arco, M., Marino, V., & Resciniti, R. (2023). Exploring the pro-environmental behavioral intention of Generation Z in the tourism context: The role of injunctive social norms and personal norms. *Journal of Sustainable Tourism*, 1–22.

Dalati, S., & Marx Gómez, J. (2018). Surveys and questionnaires. Modernizing the Academic Teaching and Research Environment: Methodologies and Cases in Business Research, 175– 186.

De Raad, B., & Mlačić, B. (2015). Big five factor model, theory and structure. *International encyclopaedia of the social & behavioral sciences*, *2*(2), 559-566.

Doan, T. (2020). Factors affecting online purchase intention: A study of Vietnam online customers. *Management Science Letters*, 10(10), 2337–2342.

Dummanonda, T., & Nuangjamnong, C. (2021). The influence of social media advertising value on consumer behavior in renting apartment rooms in Bangkok, Thailand. *International Research E-Journal on Business and Economics*, 6(1), 13–27.

Elangovan, J., Premkumar, M. D., & Yoganandan, G. (2025). Exploring the mediating role of risk aversion in the relationship between personality traits and life insurance purchase intention. *International Journal of Business Excellence*, *36*(5), 1-26.

Farivar, S., & Wang, F. (2022). Effective influencer marketing: A social identity perspective. *Journal of Retailing and Consumer Services*, 67, 103026.

Faul, F., Erdfelder, E., Buchner, A., & Lang, A. (2009). Statistical power analyses using

G*Power 3.1: Tests for correlation and regression analyses. Behavior Research Methods, 41(4), 1149–1160.

https://doi.org/10.3758/BRM.41.4.1149

Gera, N., & Agarwal, T. (2023). Antecedents of Fashion Product Purchase Intention: An Empirical Study. *IUP Journal of Marketing Management*, 22(2), 65–96.

Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management : An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185–214.

Grace, D., Ross, M., & Shao, W. (2015). Examining the relationship between social media characteristics and psychological dispositions*. European Journal of Marketing*, 49(9/10), 1366–1390.

Gvili, Y., Kol, O., & Levy, S. (2020). The value (s) of information on social network sites: The role of user personality traits. *European Review of Applied Psychology*, 70(2), 100511.

Hadi, N. U., Abdullah, N., & Sentosa, I. (2016). An easy approach to exploratory factor analysis: Marketing perspective. *Journal of Educational and Social Research*, 6(1), 215.

Hafeez, H. A., Manzoor, A., & Salman, F. (2017). Impact of social networking sites on consumer purchase intention: An analysis of restaurants in Karachi*. Journal of Business Strategies*, 11(1), 1–20.

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modelling methods. *Journal of the Academy of Marketing Science*, 45, 616–632.

Haslinda, H., Amran, H., & Mohd, S. Z. R. (2015). Factors Influencing Online Purchase Intention In Online Brand. *International Journal of Business Management & Research* (IJBMR), ISSN (P), 2249–6920.

Hoe, L. C., & Mansori, S. (2018). The effects of product quality on customer satisfaction and loyalty: Evidence from Malaysian engineering industry*. International Journal of Industrial Marketing*, 3(1), 20.

Hsu, C.-L., Chuan-Chuan Lin, J., & Chiang, H.-S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69–88. https://doi.org/10.1108/BFJ-08-2020-0755

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342–351.

Iqbal, M. K., Raza, A., Ahmed, F., Faraz, N. A., & Bhutta, U. S. (2021). Research on the influencing mechanism of the Big Five personality traits on customers' online purchase intention: a mediating role of trust. *International Journal of Electronic Business*, 16(1), 52–76.

Ismael, A. S., Amin, M. B., Ali, M. J., Hajdú, Z., & Péter, B. (2025). Relationship between social media marketing and young customers' purchase intention towards online shopping. *Cogent Social Sciences*, *11*(1), 2459881.

Ismail, S., Nair, R. K., Sham, R., & Wahab, S. N. (2018). Impacts of Online Social Media on Investment Decisions in Malaysia*. Indian Journal of Public Health Research & Development*, 9(11).

Jokisch, M. R., Schmidt, L. I., Doh, M., Marquard, M., & Wahl, H.-W. (2020). The role of internet self-efficacy, innovativeness, and technology avoidance in breadth of internet use: Comparing older technology experts and non-experts. *Computers in Human Behavior*, 111, 106408.

Kline, R. B. (2015). Principles and practice of structural equation modelling. Guilford Publications.

Lantos, J. D. (Ed.). (2021). *The ethics of shared decision making*. Oxford University Press.

Liu, J., & Chen, J. (2025). Chatbot-aided product purchases among Generation Z: the role of personality traits. *Frontiers in Psychology*, *16*, 1454197.

Luqman, A., Masood, A., Weng, Q., Ali, A., & Rasheed, M. I. (2020). Enterprise social media and cyber-slacking: A Kahn's model perspective. *Information Systems Management*, 37(2), 94-112. doi.org

Nogueira, G. P. M., de Assis Rangel, J. J., & Shimoda, E. (2021). Sustainable last-mile distribution in B2C e-commerce: Do consumers really care? *Cleaner and Responsible Consumption*, 3, 100021.

Nostro, A. D., Müller, V. I., Reid, A. T., & Eickhoff, S. B. (2017). Correlations between personality and brain structure: a crucial role of gender*. Cerebral Cortex,* 27(7), 3698–3712.

Osei, H. V., Kwateng, K. O., & Boateng, K. A. (2022). Integration of personality trait, motivation, and UTAUT 2 to understand e-learning adoption in the era of the COVID-19 pandemic*. Education and Information Technologies*, 27(8), 10705–10730.

Paftalika, R. B., & Hananto, A. (2018). The Uses and Gratifications Theory, Subjective Norm, and Gender in Influencing Students' Continuance Participation Intention in LinkedIn. *Binus Business Review*, 9(3), 207-217.

Park, J., & Chun, J. (2025). The consumer socialization process: How social media affects youth luxury consumption. *Journal of Global Fashion Marketing*, *16*(2), 156-172.

Parker, C., Scott, S., & Geddes, A. (2019). Snowball sampling. SAGE Research Methods Foundations.

Pornsakulvanich, V. (2017). Personality, attitudes, social influences, and social networking site usage predicting online social support. *Computers in Human Behavior*, *76*, 255–262. https://doi.org/10.1016/j.chb.2017.07.021.

Pujadas-Hostench, J., Palau-Saumell, R., Forgas-Coll, S., & Matute, J. (2019). Integrating theories to predict clothing purchase on SNS. *Industrial Management & Data Systems*, *119*(5), 1015-1030. doi.org

Rajendran, S. D., Wahab, S. N., Ling, Y. W., & Yun, L. S. (2018). The impact of logistics services on the e-shoppers' satisfaction. *International Journal of Supply Chain Management*, 7(5), 461–469.

Raman, A., & Hu, K. (2024). Online purchases among consumers during the COVID-19 pandemic in Malaysia. *Online Journal of Communication and Media Technologies*, *14*(2), e202414.

Ramnarain, Y., & Govender, K. K. (2013). Social media browsing and consumer behaviour: Exploring the youth market. *African Journal of Business Management*, 7(18), 1885–1893.

Riaz, M. U., Guang, L. X., Zafar, M., Shahzad, F., Shahbaz, M., & Lateef, M. (2021). Consumers' purchase intention and decision-making process through social networking sites: a social commerce construct. *Behaviour & Information Technology*, 40(1), 99–115.

Ruangkanjanases, A., Hsu, S.-L., Wu, Y. J., Chen, S.-C., & Chang, J.-Y. (2020). What drives continuance intention towards social media? Social influence and identity perspectives. *Sustainability*, 12(17), 7081.

Sambe, A. H. N., Haryanto, J. O., & others. (2021). The development of social influence and aesthetics on purchase intention. *Jurnal Manajemen*, 25(1), 1–19.

Sanyal, S. N., Mazumder, R., Singh, R., & Sharma, Y. (2021). Uncertainty and affluent teenagers' luxury buying decision: The role of avoidance-related indecisiveness. *Journal of Retailing and Consumer Services*, 58, 102305.

Savulescu, R. M., & Mihalcea, A. D. (2013). Social networking sites: Guidelines for creating new business opportunities through Facebook, Twitter and LinkedIn. Management Dynamics in the Knowledge Economy, 1(1), 39–53.

Shabankareh, M., Akbarnia, M., Hamzavi, J., Sarhadi, A., & Nahanipour, G. (2025). The effect of creative packaging on customers' purchase intention mediated by customers' personality traits. *Journal of Global Scholars of Marketing Science*, *35*(4), 539-561.

Shi, J., Hu, P., Lai, K. K., & Chen, G. (2018). Determinants of users' information dissemination behavior on social networking sites: An elaboration likelihood model perspective. Internet Research, 28(2), 393–418. https://doi.org/10.1108/IntR-01-2017-0038

Sosanuy, W., Siripipatthanakul, S., Nurittamont, W., & Phayaphrom, B. (2021). Effect of electronic word of mouth (e-WOM) and perceived value on purchase intention during the COVID-19 pandemic: the case of ready-to-eat food. *International Journal of Behavioral Analytics*, 1(2), 1–16.

Supieza, R. S., Fuentes, J. N., Infiesto, A. B., Niño, G. W. J. B., & Peñalver, N. Jr. P. (2025). Big-five personality traits and spending behavior of college students. *Cognizance Journal of Multidisciplinary Studies, 5*(2), 288-301

Statista. (2026). Number of social media users in Malaysia 2000-2040.

Tan, J., Shao, Y., & Li, W. (2013). To be different, or to be the same? An exploratory study of isomorphism in the cluster. *Journal of Business Venturing*, 28(1), 83–97.

Tan, K. L., Sia, J. K. M., & Tang, D. K. H. (2022). To verify or not to verify: using partial least squares to predict the effect of online news on panic buying during the pandemic. *Asia Pacific Journal of Marketing and Logistics*, *34*(4), 647-668.

Tran, T. P., Mai, E. S., & Taylor, E. C. (2021). Enhancing brand equity of branded mobile apps via motivations: A service-dominant logic perspective. *Journal of Business Research*, 125(December 2019), 239–251. https://doi.org/10.1016/j.jbusres.2020.12.029

Tun, P. M. (2021). Female Users ' Behavioral Intention to Purchase in Social Commerce through Social Networking Sites Female Users ' Behavioral Intention to Purchase in Social Commerce through Social Networking Sites E-commerce is a revolutionary type of purchasing products. July. https://doi.org/10.22515/shirkah.v6i2.416

Vahdat, A., Alizadeh, A., Quach, S., & Hamelin, N. (2021). Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. *Australasian Marketing Journal*, 29(2), 187–197.

Wang, F., & Wang, D. (2020). Changes in residential satisfaction after home relocation: A longitudinal study in Beijing, China. Urban Studies, 57(3), 583–601.

Woodley, X. M., & Lockard, M. (2016). Womanism and snowball sampling: Engaging marginalized populations in holistic research. *The Qualitative Report*, 21(2), 321–329.

Yang, C., Pan, S., Mahmud, J., Yang, H., & Srinivasan, P. (2015). Using personal traits for brand preference prediction. Proceedings of the 2015 Conference on Empirical Methods in Natural Language Processing, 86–96.

Yang, Y., Jensen, J. M., & Jørgensen, R. H. (2026). Green to Be Seen? The Moderating Role of Social Visibility in Personality-Driven Sustainable Purchase Intentions. In *Human and Smart Marketing: Strategic Transitions in Intelligence, Sustainability, and Inclusion* (pp. 163-182). Cham: Springer Nature Switzerland.

Yeo, T. E. D. (2012). Social-media early adopters don't count: How to seed participation in interactive campaigns by psychological profiling of digital consumers. *Journal of Advertising Research*, *52*(3), 297–308. https://doi.org/10.2501/JAR-52-3-297-308

Zainudin, A. (2015). SEM made simple. Selangor: MPWS Rich Publication.

Zeqiri, J., Koku, P. S. (2025). The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies. *Marketing Intelligence & Planning*

Zhang, X., & Ha, L. (2018). Are busy people more or less likely to use social networking sites (SNSs)?: Prosumption, time budget, and SNS activities. *The Journal of social media in society*, *7*(2), 177-204.

Zhao, X., Deng, Y., Wang, W., Cheng, H., Zhang, R., Ng, S. K., & Chua, T. S. (2025). Exploring the impact of personality traits on conversational recommender systems: A simulation with large language models. *arXiv preprint arXiv:2504.12313*.