A Preliminary Study on the Factors Affecting Cosmetic and Personal Care (CPC) Products Online Social Shopping Purchase Intention

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Abstract: *From 2014 to 2018, Malaysia's Cosmetic Personal Care (CPC) product industry grew at a rapid pace, and it is expected to reach US$2,929 million by 2025 (Statista, 2021b). Offline channels, on the other hand continue to be the primary distribution channel of total CPC product sales (Statista, 2019a). At the same time, social networks are gaining popularity and opening up substantial new business opportunities. As social commerce is still relatively new in Malaysia, and people's attitude towards social shopping are evolving, it is critical to study and understand the impact of CPC products online social shopping purchase intention. Many studies have been conducted to investigate the impact of attitude on purchase intention. Instead, researchers argued without desire, attitude cannot inspire intention (Meng & Choi, 2016). Furthermore, study on CPC products on online social shopping purchase intention is limited. This preliminary study proposed the Model of Goal-directed Behaviour (MGB) to investigate the factors influencing CPC product online social shopping purchase intention in Malaysia to fill these gaps. This study also added trust and eWoM in order to broaden the MGB. Non-probability sampling using respondent-driven sampling (RDS) technique will be used in this study. Users of social networks will be invited to participate in self-administered online surveys via URL link. The collected data will then be used for analysis using Partial Least Square Stractural Equation Modelling technique.*

Keywords: Online Social shopping purchase intention; Model of Goad-directed Behaviour; Social attitude, Commercial attitude; Desire; Trust, eWoM

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1. Introduction

The emergence of social media has made it possible for a person with internet connection to communicate with thousands of other people (Hashim et al., 2016). With the increasing development of social networks and information technology, as well as the expansion of internet penetration in different aspects of life, mankind witnesses the emerge of many significant changes in various fields of economic, cultural, social and others aspects of the third millennium of human life (Rostami et al., 2016). The socialisation of online social networks has changed the way customer behave (Daliri et al., 2014). Over time, social proof techniques to attract consumers to shopping on social networks have proliferated and become widely used (Abdul Talib & Mat Saat, 2017). With the widespread acceptance of social networking, it has created a new paradigm shift in the way of people using e-commerce.

In this context, Social Commerce (SC) is the business strategies of using social networks to engage in online marketplace and communities, build customer relationships and support products/services and brand development (Huang & Benyoucef, 2017). SC connects people's shopping activities with their social communities (Xu & Lee, 2018). Its goal is to deliver personalized services and product based on consumers preferences, interests and interaction via social networks (Chen et al., 2017; Huang & Benyoucef, 2017). In other words, social commerce is a strategy to encourage purchases by sharing information, and experience about products and services with online social groups (Sheikh et al., 2019).

Social shopping and SC have been used interchangeably to describe the online commerce activities that use of social networks to support social interaction on online commerce platform, however, Decker (2007) has pointed out that SC and social shopping are different. SC focuses on online strategies decision to create competitive advantages and achieving business goals. Meanwhile, researcher Grange and Benbasat (2013) have distinguished social shopping from SC. In particular, social shopping refers to the use of social networks to support customers to purchase products/services. Similarly, the literature often refers social shopping as consumers' e-commerce activities in the context of social networks, through which individual can obtain credible suggestion from online communities, friends and family to find products/services and purchase them (Hsu et al., 2018).

Cosmetics and personal care (CPC) products often refer to cosmetics or drugs, including personal appearance enhancement (such as lipstick, facial makeup etc.), personal care for hygiene (such as deodorants and perfumes) and beautification (skin moisturiser, antidandruff shampoo etc.) (*Are all personal care products regulated as cosmetics?*, 2016). As the online marketplace expands its boundaries, it is relatively easy to shift the shopping experience into online social shopping via social networks, allowing consumers to shop whenever they want, to be able to post comments and ask questions in real time, and to feel that their opinions are being heard and addressed (Marketing, 2020). In addition, social networks such as Facebook, Instagram and Pinterest can provide rich user-generated and visual content that allows research, discover and buy products/services online (Lipsman, 2019). According to Statista (2021c) research, 72% of respondents used social media as a source of information and as a tool to help them make purchasing decisions. Owing to this, 11% of total CPC sales in Malaysia came from online platforms, generating US$2.421 billion in revenue in 2020 (ISTRATA, 2021).

Refer to the study conducted by Statista (2021a) (Figure 1), it is clearly shows that total online market revenue of CPC products is increasing yearly and online market opportunities are great in the future. It turns out that the revenue in the CPC market will geenrate US$2,500 million in 2021. Furthermore, the CPC market is expected to grow at a compound annual growth rate (CAGR) of 4.04 percent between 2021 and 2025. Particularly, personal care products are by far the most important segment, with volume sales of US$1,141 million in 2021, and per person revenues of US$76.26 are generated (Statista, 2021b).
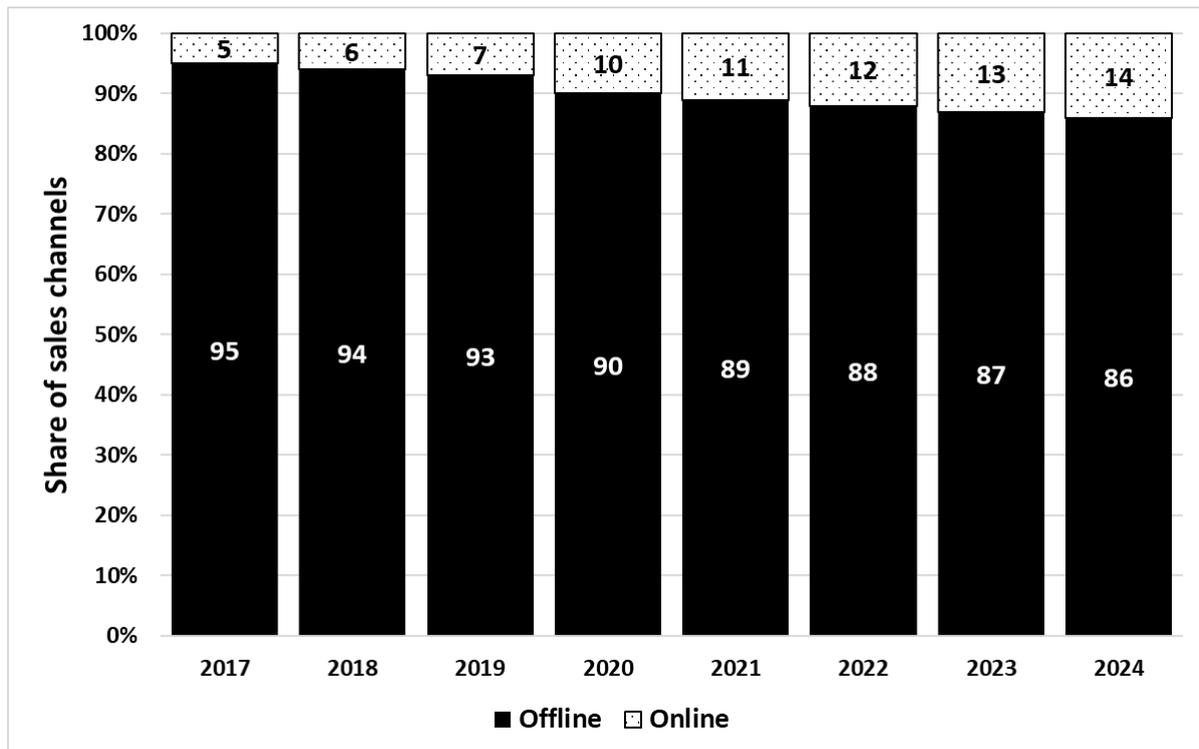
Figure 1: Sales channel share of CPC product in Malaysia from 2017 to 2024
Source: (Statista, 2019b)

According to Salleh, Mahbob, and Baharudin (2017), 99.8% of total CPC products sales in 2017 were sold through offline channel. Although the online distribution grew substantially in 2019, accounting for 39.3%, the CPC industry is facing huge challenges due to the of impact of Internet and social networks (GlobalData, 2020). This is because consumers have no idea how well the CPC products work if they have not used and test them. Thus, it is necessary to study the influencing factors of CPC product online social shopping in the context of Malaysia.

Furthermore, with the huge impact of social networks on the Malaysian lifestyle, people's attitude towards online social shopping is gradually forming. Obviously, online shopping is likely to be heavily influenced by online social networks, i.e. 72%, and followed by eWoM and recommendation from friends and family accounting for 23% (Statista, 2021d). Based on these figures and findings, it's worth noting that online social shopping of CPC products will be the trend of the near future. Because online social purchasing activities are heavily reliant on consumers' social ties, eWoM, and trust in online sellers, CPC businesses must understand how customers may be encouraged to participate in social commerce activities (Friedrich, 2016). However, there are limited studies on CPC products' online social shopping in the context of Malaysia.

Therefore, this study aims to investigate the influencing factors of CPC product online social shopping purchase intention among Malaysian consumers. Specifically, it examines the impact of social desire, commercial desire, trust and eWoM on the CPC product online social shopping purchase intention over social networks. Trust and eWoM are the two predictors added to the conceptual model. Trust plays an important role in purchasing decision-making process and directly affects the purchase intention of online consumers (Yeon et al., 2019). Trust in e-commerce has been extensively studied, but the trust in online social shopping purchase intention which based on the number of fans, likes, ratings, and good reviews and comments remains controversial. In the mean time, with the help of social networks, eWoM enables the

free exchange of marketing messages and positive and negative comments and reviews about products, services or even the online sellers within social networks. Therefore, eWoM is considered as an important factor influencing online social shopping purchase intention. Nevertheless, there is a lack of findings in the current literature showing a significant impact of eWoM in online social shopping purchase intention.

SC uses social networking capabilities to provide a comfortable social environemnt that encourages customers to share their personal shopping experiences (Li, 2019). Due to the rapid development of SC in Malaysia, it has not been widely studied like e-commerce, especially with the gradual formation of people's attitude towards online social shopping, it is thus the right time to study the impact of online social shopping purchase intention. Furthermore, Theory of Planned Behaviour (TPB) has been widely used to investigate consumer behaviour, but it has been pointed out lack of motivation factor to induce purchase intention. Additionally, an individual's desire is expected to act as an antecedent before the formation of intention. To address this limitation, this study adopted the Model of Goal-directed Behaviour (MGB) to investigate the factors that influence CPC product online social shopping on purchase intention in Malaysia context.

2. Literature Review

Online Social Shopping Purchasing Intention

Purchase intention refers to an individual's tendency to purchase after evaluating a particular brand or product/service (Hsu et al., 2017). In the social commerce context, Friedrich (2016) refers to social commerce purchase intention as the consumers' interest in making online purchase through social commerce sites. On the other hand, online social shopping is refers to e-commerce activities are influenced by their friends (Han et al., 2018), i.e., consumers' purchase decision is influenced by eWoM from their friends and family or user-generated contents. Therefore, online social shopping as a subset of social commerce, which is the use of social networks in offline and online commerce (Grange & Benbasat, 2013; C. Wang & Zhang, 2012). In this study, online social shopping purchase intention refers to the tendency of online social shopping purchases where friends and family, online community with common interest are participating in their purchasing decision.

Model of Goal-directed Behaviour (MGB)

The Model of Goal-directed Behaviour (MGB) was proposed by Perugini and Bagozzi (2001) in 2001 by expanding and deepening the Theory of Planned Behaviour (TPB). Perugini and Bagozzi (2001) argue that TPB was insufficient to explain behaviour intention and speculated TPB plays its best role at the end of an action. Another shortcoming of TPB is that it fails to consider affective influence, which leads to inadequately thoughtful decision making (Fry et al., 2014; Jung et al., 2018).

Perugini and Bagozzi (2001) retained all the significant concepts of TPB, but found no motivational link between attitude and behavioural intention. They believe that a person has a strong motivation to do something, which indicates that he/she has a desire to participate in the behaviour. Ko and Chang (2018) added that when motivation is absent, an individual may not show intention to engage the behaviour even if the behaviour is attractive, there is social pressure exists or competence to perform such behaviour. Therefore, TPB was deepened by incorporating desire and reinvestigate the influence of antecedent factors of desire and behavioural intention (Perugini & Bagozzi, 2001). As a result of this, desire in the model plays an important mediating role between attitude and behavioural intention, as shown in Figure 2.

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Besides, Perugini and Bagozzi (2001) extend MGB by adding anticipating emotion and past behaviour to the model. The statistical evidence indicates that MGB has a more significant variance in explanatory intention than TPB (Fry et al., 2014; Perugini & Bagozzi, 2001).

In MGB, desire is the motive factor and reason that determines intention in decision making (Perugini & Bagozzi, 2001). It is a motivating factor for decision making before the execution of an action or the achievement of a given goal (Fry et al., 2014). Fry et al. (2014) pointed out that desire captures the decision-making behaviour before the intent is formed. Refer to the model shown in figure 2, desire is predicted by attitude, anticipated emotions, subjective norm, perceived behaviour control and past behaviour. Frequency of past behaviour is a predictor of desire, intention, and behaviour, while recency of past behaviour only predicts behaviour (Perugini & Bagozzi, 2001).

Attitude is an individual favourable or unfavourable evaluation toward a given behaviour (Meng & Choi, 2016). According to Hong (2018), depending on the individual level of favourable for action, he/she may eventually perform it. When an individual is favourable towards a given behaviour, he/she will end up performing the behaviour. The positive anticipated emotion consequences are associated with goal attainment, while negative anticipated emotion consequences are associated with goal failure. It is believed that individuals are motivated performing a given behaviour and avoiding negative effect (Kim & Preis, 2016). Besides, subjective norm forms a social pressure creates sense of personal obligation or suggest that one should act according to what others expect of him to perform (Kim & Preis, 2016). Perugini and Bagozzi (2001) consider the anticipated emotions consequences has direct impact on desire. Perugini and Bagozzi (2001) refer perceived behaviour control as an individual believes that he/she can perform in some intended behaviour. In MGB, perceived behaviour control is posited to have direct impact on the desire in a given behaviour. Therefore, MBG asserts that a person believes that his/her ability is motivated and that the actual use is under his/her control.

Intention is the possibility that a person will do a particular act in the near future. Intention is different from desire. Intention is the general measure of commitment while desire is the degree of motivation (Passafaro et al., 2014). According to Perugini and Bagozzi (2001), once recognised and accepted his/her desire to act, it motivates the formation of intention. MGB also includes past behaviour as the predictor of desire and intention (Kim & Preis, 2016). According to Kim and Preis (2016), the frequency of past behaviour reflects the intensity of habits and therefore has a direct impact on future behaviour. Meanwhile, when a behaviour is novel or unstable, the frequency of past behaviour affects people's intentions, because people like to do what they did in the past (Kim & Preis, 2016). As a result, people may express a favourable intention of what they used to do (Perugini & Bagozzi, 2001).
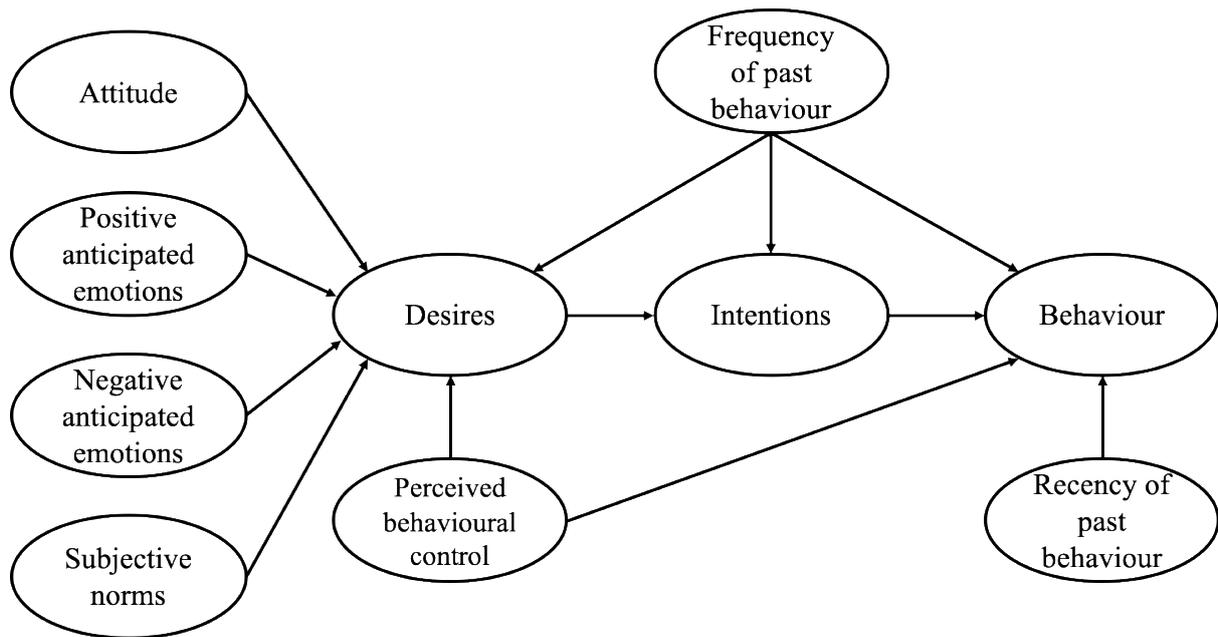
Figure 2: Model of Goal-directed Behaviour (MGB)
Source: Perugini & Bagozzi (2001)

Research Model and Hypotheses Development

SC comes in two forms: e-commerce platform integrated with social interaction and support capabilities, and a social network website with advertising and trading capabilities tools, for example, Facebook Shop and Buy button. According to Garcia (2018), 36% of American Internet users use social networking site as reference source for their purchase decision. Hence, social networking sites are not only used for social activities but also commercial activities (Ko, 2018). Social shopping from the perspective of consumers refers to e-commerce activities that are influenced by friends, family or online communities through social networking sites (Han et al., 2018; Stephen & Toubia, 2012). In this social shopping context, consumers voluntary search products/services on online platform, share shopping experiences, seeking word of mouth and recommendation, and motivated by the friends and family and communities during purchase.

The primary aim of this study is to develop a conceptual model to predict the Malaysian consumers CPC products online social shopping purchase. Since online social shopping can be social interaction oriented, for commercial activities, and both; therefore, online social shopping can be viewed as goal-directed behaviour end with purchase. Notably, MGB can capability to provide sufficient theoretical support, so it is appropriate to use MGB as the underpinning theory of online social shopping purchase intention research. Figure 3 below shows the research model and hypothesis proposed in this study.
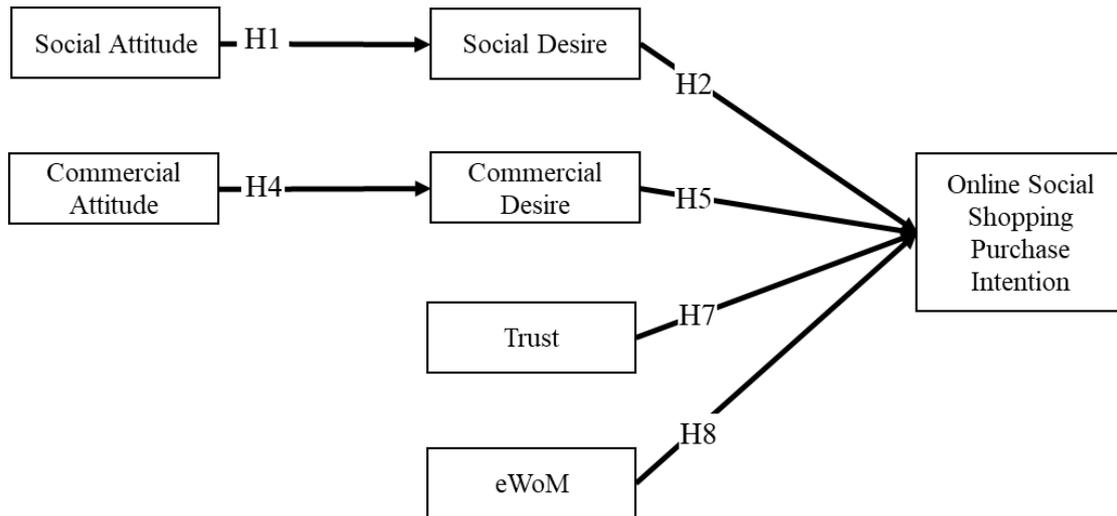
Mediator: Social Desire, Commercial Desire
H3: Social Attitude → Social Desire → Online Social Shopping Purchase Intention
H6: Commercial Attitude → Commercial Desire → Online Social Shopping Purchase Intention

Figure 3: Proposed research model

Relationship between Social Attitude and Social Desire
Social attitude was first proposed by Ko (2018). The social attitude in the social shopping context refers to the attitude of social network users towards social activities on social networks. Researchers Meng and Choi (2016) studies the formation of tourists' intention to visit a slow tourism destination and found that attitude is a significant and direct prediction of desire. Ko (2018) argues that, the primary goal of using social networks is for social interaction. On such a social commerce platform, consumers can interact with friends and family as well as browse others' status, share shopping experiences, exchange opinions, reply to comments and other social activities in the online community. Meanwhile, social desire is defined as the motivational state of individual social networks users participating in social activities (Ko & Chang, 2018). Thus, Ko (2018) suggests an individual with a strong positive attitude towards networks will have a stronger desire to participate in social networks activities. However, Fry et al. (2014) studying young people's decision on moderate drinking found that attitude was not significant in predicting desire. Based on the arguement, this study posits the following hypothesis:

H1: Social attitude has a significant positive effect on social desire

Relationship between Social Desire and CPC Products Social Shopping Purchase Intention
Many studies exploring the commercial value of social commerce confirmed its positive influence on users behavioral and usage patterns (Bhat & Singh, 2018). For example, researchers Fry et al. (2014) found that desire is positive and significant in predicting the behavioural intentions of drink responsibly. Similarly, Ko and Chang (2018) argued that when a social network user is interested in some common interest, say a brand or product, he/she will heavily engage in social networking activities such as follow the post, leaving messages or comments, asking questions about it, or exchange opinions. Once social desire is formed, it eventually leads to an online social shopping purchase intention. This finding is consistent with

the study by Meng and Choi (2016), found that desire is a significant predictor of behavioural intention. Therefore, this study posits the following hypothesis:

H2: Social desire has a significant positive effect on online social shopping purchase intention

Social Desire as Mediator

Hong (2018) found that attitude has a positive effect on behavioural intention of using Facebook. In the social shopping context, Ko and Chang (2018) posit when social network users are interested in particular products/services, they may have higher social desire to communicate shopping experience and participate in social interaction with friends, family or online communities. Thereby, it subsequently promoting their online social shopping purchase intention. In a study conducted by Ko and Chang (2018) studied the social commerce intention motivation of Facebook users and found that social desire had a positive impact on the purchase intention of Facebook user. Hence, this study suggests the following hypothesis:

H3: Social desire mediate the relationship between social attitude and online social shopping purchase intention.

Relationship between Commercial Attitude and Commercial Desire

Similarly, Ko (2018) refers to commercial attitude as the reaction and evaluation of social network users to the commercial activities on social networks. Likewise, Ko and Chang (2018) define commercial desire as the motivational state of individual social network users participating in commercial activities. As mentioned earlier, social networks are also used for commercial purposes (Ko & Chang, 2018). Social networks are widely used by marketers and online businesses as marketing strategies to promote products/services or share business information. The business information will be displayed on the wall of the social networks and immediately available to all fans or subscribers of the social networks. When business information about products/services they are interested in being shared by their friends, family or fans, they may re-share, interact with others or contact commercial sponsors. Thus, this study hypothesised commercial attitude has a significant influence on commercial desire.

H4: Commercial attitude has a significant positive effect on commercial desire in online social shopping purchase intention

Relationship between Commercial Desire and CPC Products Social Shopping Purchase Intention

Interestingly, a study conducted by Ko and Chang (2018) shows that commercial desire are more influential than social desire in social commerce. The results show that social networks users have a strong commercial desire, such as searching for reviews, spreading eWoM, finding discounted goods, exchanging shopping experience, conduct social shopping and other commercial activities, will have a stronger purchase intention in social commerce. In similar fashion, consumers with strong commercial desire will actively ask questions, seek out reviews and recommendations left by other consumers who share the same interest in the product/service (Leong, Jaafar, & Ainin, 2018). On the contrary, another study by Ko (2017) found that there was no statistical significance in prediction of commercial desire on purchase intention. These findings do not seem conclusive. Thus, this study proposes the following hypothesis:

H5: Commercial desire has a significant positive effect on online social shopping purchase intention

Commercial Desire as Mediator

Commercial attitude influences consumers's responses such as brand recall and motivation to seek additional information, eWoM and search for discount etc (Boateng & Okoe, 2015). Thus, when consumers are highly commercial attitude, commercial desire is developed, and positively impact on online social shopping purchase intention (Wang & Sun, 2010). Similarly, Duffett and Wakeham (2016) claim that a positive commercial attitude leads to commercial desire such as click on advertisements, seek more product/service information, gather opinion and suggestion, and evaluate eWoM when making online social shopping purchase decision. Therefore, commercial desire can be said to play an mediating role between commercial attitude and online social shopping purchase intention.

H6: Commercial desire mediate the relationship between commercial attitude and online social shopping purchase intention.

Relationship between Trust and CPC Products Social Shopping Purchase Intention

Trust is the beliefs, confidence established on the business that keep promises in business relationship (Yahia et al., 2018). Trust is considered a key factor in social commerce because of its prominent role and significant amount of peer generated content (Al-Adwan & Kokash, 2019). Trust has always been a critical issue in online shopping environments. However, in social commerce platforms, this is particularly important because peer generated content plays a significant salient role in the purchase intention of users (Hajli et al., 2017).

To date, trust still remain as the main issues in SC due to its unique features (Ramli et al., 2017). In this regard, Kang and Johnson (2013) believe that consumer's purchase intention is primarily determined by consumers' perception of trust. This view is supported by Hajli et al. (2017) and Kang and Johnson (2013), where consumers purchase from online merchants largely depends on the customer's trust. Mansour, Kooli, and Utama (2014) and Yoon (2002) also pointed out that trust has positive impact on e-commerce purchase intention. They concluded that a high degree of trust would generate greater online purchase intention.

In addition, the findings of Maia, Lunardi, Longaray, and Munhoz's study (2018) suggest that trust, is one of the factors that most important factors influencing consumers' participation in social commerce, and trust in the website is the core predictor. At the same time, Wongkitrungrueng and Assarut (2018) pointed out that in the social commerce environment, there is no control over quality, return policy and physical store. It has resulted lack of trust, which in turn influence online social shopping purchase intention. Therefore, based on these empirical results, this study proposes the following hypothesis:

H7: Trust has a significant positive effect on online social shopping purchase intention

Relationship between eWoM and CPC Products Social Shopping Purchase Intention

eWoM refers to positive or negative statements about a product, service, brand, or online seller that are shared and left by online consumers via the Internet, e-comemrce site, or social networks (Danniswara et al., 2017; Suresh et al., 2016). Bag et al. (2019) claim that eWoM is one of the critical factors influencing online cconsumers to purchase a specific product, service or brand. Consumers purchase CPC products based on eWoM (Danniswara et al., 2017), which the product or brand are tested and recommended by friends and family, or left by other social networking users with good reviews and comments. According to Danniswara et al. (2017), online consumers seek information and eWoM when they are interested in purchasing. At the meantime, eWoM also minimises the risk of consumers when making purchasing decisions,

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thus affecting consumers' purchase intention. In summary, eWoM is an effective intercoomunication method that influence consumers' online social shopping purchase intention.

H8: eWoM has a significant positive effect on online social shopping purchase intention

3. Methodology

In this study, the data will be collected by using self-administered survey distributed through social networks such as Facebok. Besides, cross-sectional data collection analysis will be adopted. As in 2020, Malaysia's population is estimated at 32.7 million peoples, of which 30.24 million are social networks users (Statista, 2021e). The sampling frame which units are drawn from the sample is not available. As a result, respondent-driven sampling (RDS) which is non-random sampling technique will be adopted. The advantage of respondent-driven sampling (RDS) compare to other is that it produces a better sample and greater generalisation ability. The aim of this study is to investigate the factors influencing Malasyia consumers' online social shopping purchase intention, therefore, Facebook users are considered appropriate as the targeted respondents. The unit analysis of this study is individual Facebook user. Meanwhile, Saunders, Thornhill, and Lewis (2016) suggested at least 384 samples are required to reduce the likelihood of error in generalising the targeted population. Thus, approximately 450 online surveys are expect to be collected for analysis based on this guideline.

All measurements in this study were adapted from existing literature. The survey design adopted Likert five-point scale. Respondents will be asked to answer each question, with 1 strongly disagree and 5 strongly agree. At the same time, the pre-test of survey was also conducted. These questions were confirmed by the marketing academician and some actual respondents. On the basis of the feedback, problem is corrected to establish the contruct validity, content validity, and face validity.

All of the latent variables in this study are uni-dimension, and their indicators are reflective. Prior to the actual data collection, a pilot test was conducted in September 2020. A total of 96 usable online survey sets were obtained. From the pilot test result, the Cronbach's Alpha value is generally high, above the value 0.8 were obtained. This indicates that the survey question is good. The actual data collection will be collected and analysed using statistical testing software such as Statistical Package for Social Science (SPSS) for reliability, descriptive test, etc. Besides, an independent T-test will be used to determine response bias, which examine the significant different between immediate and laste response via online questionnaire in the actual data collection stage. While common method bias can be detected by performing a collinearity assessment in Partial Least Square Structural Equating Modelling (SEM) with a variance inflation factor (VIF) threshold value less than 3.3 (Kock (2015).

Smart-PLS statistical testing software will be used to analyse the proposed conceptual framework. Smart-PLS is a variance-based SEM, which is superior than covariance-based SEM such as AMOS in theoretical model estimation especially for a complex cause and effect structural model with many latent variables and indicators. In addition, it also superior to assess mediation (Cepeda-Carrion et al., 2019).

In this study, a two-steps approach will be adopted to evaluate the measurement model and the structural path model. In assessing measurement model, the relationship between indicator and

latent variables will be examined. First, indicator outer loading less that 0.7 will be eliminated. Meanwhile, composite reliability should be greater than 0.7 (Hair, Hult, Ringle, & Sarstedt, 2014) and the discriminant validity of each latent variable will be determine by assessing Heterotrait-monotrait (HTMT) which threshold value less than HTMT.90 or HTMT.85 (Henseler et al., 2015). Subsequently, structural model will be examined, this include collinearity issue, mediation analysis and hypotheses testing, global model fit (GFI, CFI, RMSEA), predictive power (R^2), Stone-Gesisser's Q^2, and effect size f^2 (Cepeda-Carrion et al., 2019).

4. Expected Results and Conclusion

Based on relevant literature of social shopping, this study investigates the relationship of attitude and desire, and ultimately impact on online social shopping purchase intention. Trust and eWoM are vital factors in online social shopping, therefore both factors were included in the conceptual model to examine their impact on online social shopping purchase intention. All factors within the conceptual framework are expected to have a positive and significant influence on Malaysian social networks users' CPC products online social shopping purchase intention by using MGB. The finding helps to explain the social shopping purchase intention on the social networks. Through the results of this study, we expect to deliver better understand the purchase intention of online social shopping, especially findings can help marketers, online merchants and policymakers in their marketing plan and strategies move. In addition, this study is expected to contribute to the existing literature on Malaysian's online social shopping research.

This study investigates the relationship between attitude, desire and intention in CPC products social shopping purchase intention using MGB. It recognises desire as the antecedent predictor in the formation of CPC product online social shopping purchase intention. Furthermore, this study broadens the model by demonstrating the important of trust and eWoM in online social shopping purchase intention.

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