

# Exploring Consumer Switching Behaviour to Social Commerce: A Study on Generation X in Malaysia

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**Abstract.** Malaysia's social commerce landscape is expanding rapidly, with Generation X serving as a critical demographic in this transition. Grounded in the Push-Pull-Mooring (PPM) theory, this study investigates the factors influencing their adoption of social commerce. A survey of 100 Malaysian participants aged 42–58 identified trust as the most significant determinant ( $\beta = 0.281$ ), while concerns regarding performance risks negatively impacted perceived ease of use. Perceived enjoyment, media usefulness, and product informativeness were found to have positive correlations with performance risk concerns. These findings highlight the complex interplay of push factors (dissatisfaction), pull factors (platform appeal), and mooring factors (commitment, herd behavior) in shaping Generation X's engagement with social commerce. This study contributes to the literature by addressing a research gap in social commerce adoption among Generation X, a demographic often overlooked in favor of younger consumers. By employing the PPM framework, the research provides a structured analysis of consumer switching behavior, emphasizing trust as a critical enabler and performance risk as a significant barrier. The findings underscore the necessity for businesses to enhance transparency and reliability to foster trust while leveraging enjoyment, media usefulness, and informativeness to optimize user engagement. These insights offer practical implications for businesses seeking to refine strategies targeting Generation X consumers in Malaysia's evolving social commerce ecosystem.

**Keywords:** Social commerce; generation x; push-pull-mooring theory; trust; performance risk; Malaysia; consumer behavior

## 1. Introduction

The rise of social media has significantly impacted consumer engagement with brands and purchasing decisions (Bugshan & Attar, 2020). The interaction between consumers and sellers mushroomed in this social space which created what is now known as social commerce. Social commerce is a subset of e-commerce that uses social media platforms for online buying and selling (Hajli, 2015). It utilizes user-generated content and social interactions to impact purchasing decisions. The growth of social commerce has greatly influenced consumer transition from the analog world to the digital one. Therefore, social commerce is considered vital in marketing, information accessibility, shopping experience and consumer psychology (Lăzăroiu et al., 2020; Hajli, 2015; Hajli et.al., 2017; Hajli & Featherman, 2019; Yang, 2021,2022).

In the case of Malaysia, social commerce has been gaining significant traction. Such event is driven by the increasing penetration of social media and the rise of e-commerce. As more Malaysians engage with social media platforms, businesses are leveraging these platforms to sell products and services (En et. al., 2021; Kassim et.al., 2017; Lee et al., 2014; Zheng, 2019). Hence, this phenomenon created a dynamic landscape for social commerce.

The increasing integration of social commerce into digital marketplaces has significantly transformed consumer purchasing behavior, particularly among Generation X in Malaysia. This study employs the Push-Pull-Mooring (PPM) framework as its primary theoretical foundation to examine the factors influencing switching behavior from traditional e-commerce to social commerce.

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Push factors, such as dissatisfaction with performance risks—including fraudulent transactions, poor customer service, and product mismatches—serve as significant motivators for users to explore alternative shopping platforms (Rahman & Zailani, 2021). Conversely, pull factors, including the perceived ease of use, social engagement, and trust-enhancing mechanisms such as influencer endorsements and peer recommendations, create compelling incentives for consumers to adopt social commerce platforms (Lim, Yap & Makkar, 2021). Additionally, mooring factors, such as cognitive dissonance, switching costs, and digital literacy levels, moderate the extent to which consumers ultimately transition to social commerce (Suan, Wong & Tan, 2023).

Despite the growing body of literature on social commerce adoption, limited research has focused on Generation X, a demographic that exhibits distinct digital behaviors compared to younger cohorts. Unlike Millennials and Gen Z, Generation X consumers display a more pragmatic and cautious approach to digital adoption, prioritizing reliability, security, and value-driven experiences (Moorthy, Chang & Cheah, 2019). The Technology Acceptance Model (TAM) further supports this perspective, emphasizing the role of perceived usefulness and ease of use in driving technology adoption (Venkatesh, Thong & Xu, 2021). However, the lack of trust and the perceived complexity of new platforms often deter this generation from fully embracing social commerce. Addressing these barriers requires businesses to implement trust-building mechanisms, seamless user interfaces, and strategic engagement tactics tailored to Generation X's preferences. This study fills a critical research gap by integrating multiple theoretical perspectives to provide a comprehensive analysis of the factors shaping Generation X's switching behavior, offering both academic and practical contributions to the field of digital commerce.

## 2. Literature Review/ Hypotheses Development

### 2.1. Consumer Behaviour Towards Social Commerce

Based on the existing literature, consumer behaviour in social commerce is intricately affected by the perception of risk, which serves as a barrier to switching platforms (Donthu and Garcia, 2020). The presence of privacy issues, fraudulent activities, and lack of trust can impede the acceptance of new platforms. On the contrary, favourable factors such as the perceived ease of use, which improves the user experience (Venkatesh and Davis, 2021), and the perceived enjoyment, which stimulates platform adoption (Moon and Kim, 2019), play a positive role. It is essential for companies to navigate these elements effectively in order to develop successful strategies and functionalities that promote engagement and competitiveness in the ever-evolving e-commerce landscape.

### 2.2. Factors Influencing Consumer Switching Behaviour

In discussing the factors influencing the switching behaviour among Generation X consumers in Malaysia, the Push-Pull-Mooring theory served as a theoretical basis for this study. This theory posits that individuals are attracted to other options due to perceptions of enjoyment, the utility of media, and the informativeness of products, while feelings of dissatisfaction and perceived risk of performance push them away (Bansal et. al., 2005). Other factors such as affective commitment and perceived herd also help influence decision-making processes. This theory elucidates the process by which customers transition between brands, as discontent and perceived risk of performance motivate them to explore other options, while enjoyment, media utility, and product informativeness serve as attractants. By grasping and effectively applying these components, businesses can enhance their ability to maintain their customer base.

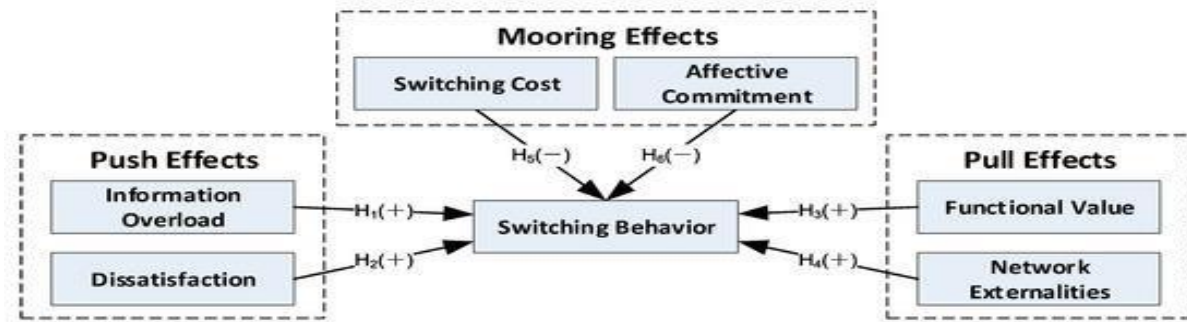


Figure 1.

Research Model of User Switching Behaviour in Online Platforms

### 1.2.1. Push-Pull Mooring Theory (Bansal et al., 2005)

The push-pull-mooring theory is a model of customer migration between companies or brands, focusing on push factors, pull factors, and mooring factors. Push factors refer to negative experiences that drive customers away from a company, while pull factors are positive attributes that attract customers to an alternative. Mooring factors are circumstances that keep customers tied to a current provider. Firms aim to cultivate loyalty and competitive advantage by maximizing pull factors, eliminating or reducing push factors, and implementing mooring strategies. However, they must recognize the dynamic interplay between these factors that can cause customers to re-evaluate relationships. Migration between options is contingent upon the motivation of each individual. Certain individuals place high importance on pleasure and customization, whereas others prioritize stability and pragmatism. How individuals perceive their well-being plays a crucial role in the decision-making process. Organizations strive to sustain a competitive edge in the long term by capitalizing on benefits and mitigating drawbacks to prevent client attrition. Ultimately, the choice of whether to remain in

a current situation or explore new opportunities is influenced by the values individuals hold dear and the sense of purpose they derive from their actions. This complex interplay of personal values, organizational strategies, and individual motivations underscores the intricate nature of migration decisions.

### 2.2.2. Perceived performance risk

Perceived performance risk is a customer's belief that a product or service may fail to meet expectations, causing uncertainty and anxiety. This risk can be functional, financial, psychological, social, or time related. It arises from uncertainty and information asymmetry between customers and companies. Strategies to reduce performance risk include product testing, customer reviews, warranties, strong company reputation, consultant sales, risk-reversal policies, and ongoing support. However, when higher costs or important needs are involved, more assurance is required to accept perceived risks. Effective management of perceived performance risk involves validation, reassurance, and credible communication. Customers must still exercise faith in the business's integrity and shared mission despite uncertainty.

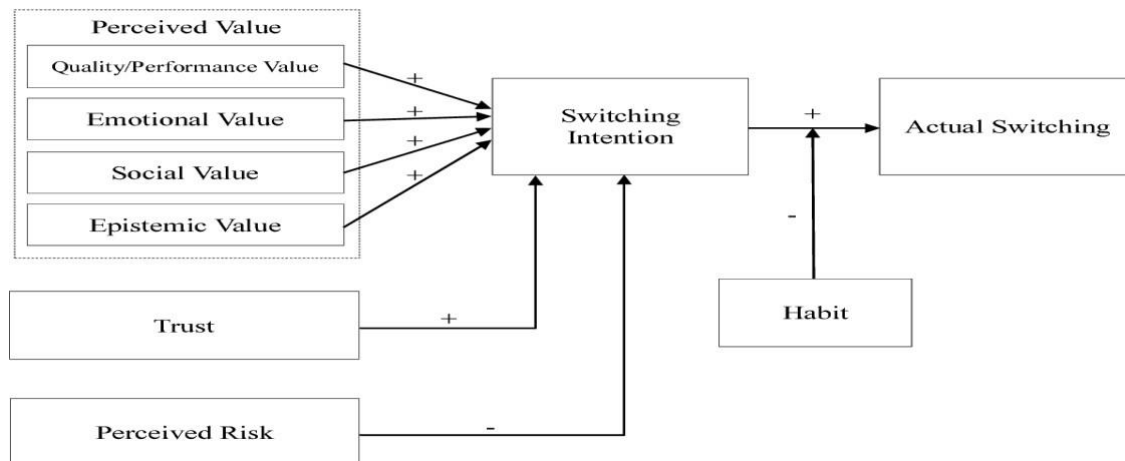


Figure 2  
Research Model of User Switching Behaviour for Perceived Performance Risk

### 2.2.3. Cognitive dissonance

Leon Festinger's Theory of Cognitive Dissonance (1957) is a crucial social psychology theory that explains the psychological discomfort people experience when their attitudes and behaviours are inconsistent. Dissonance theory suggests that pairs of cognitions can be relevant or irrelevant, and if relevant, they can be either consonant or dissonant. This discomfort motivates people to reduce dissonance and avoid information. Dissonance arises when people make difficult or important decisions,

especially if there are attractive alternatives they must reject. The amount of dissonance depends on the importance and difficulty of the decision, and the more responsibility people assume, the greater their motivation to reduce dissonance. Post- decision dissonance refers to doubts and anxieties following an important choice, and research shows that people exposed to cognitive dissonance may display aggression and self- justification behaviours. They may as well develop stereotypical beliefs.

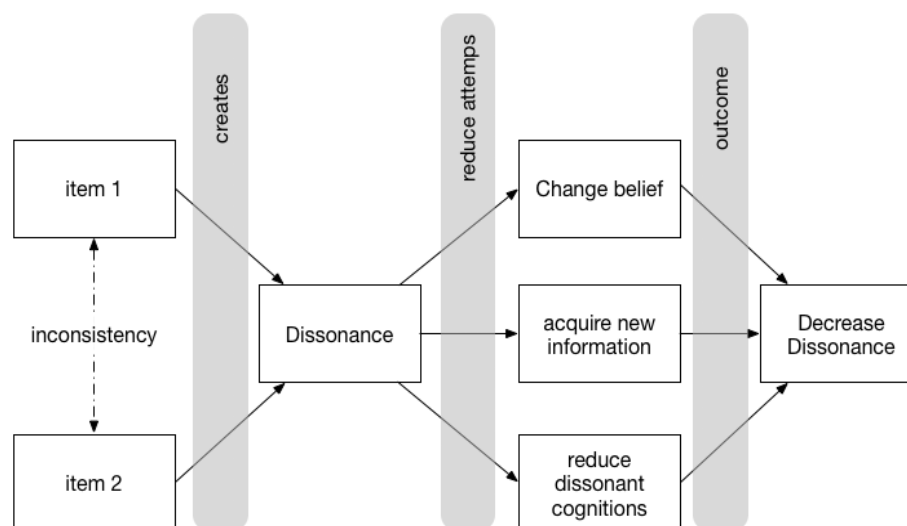


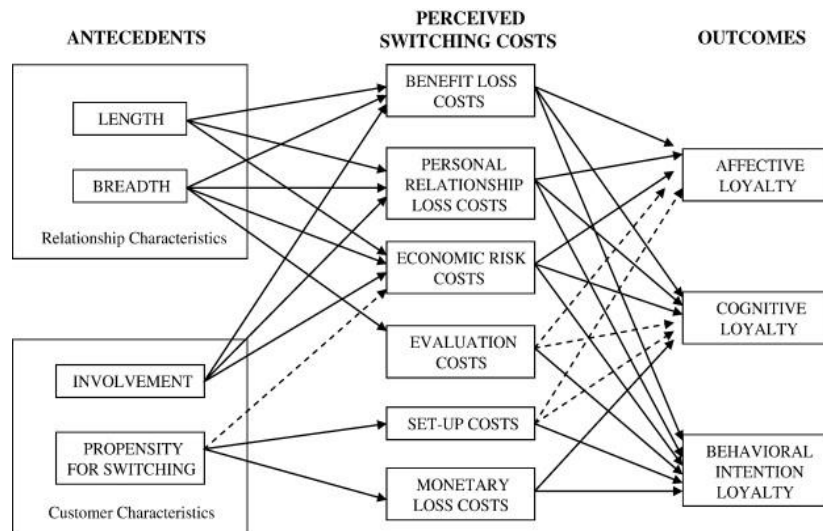
Figure 3.  
Visual Representation of the Cognitive Dissonance Theory

#### 2.2.4. Technology adaptability and familiarity

Technology adaptability refers to how quickly and easily people can use new technologies. It depends on factors like readiness, learning orientation, and access (Doe,2021). Organizational adaptability depends on leadership support, employee openness, access to new tools, and training. Familiarity with technology reduces perceptions of complexity and builds competence and confidence. However, too much familiarity can reduce adaptability, making it difficult to envision advanced alternatives. Ease of use and perceived usefulness depend on the match between technology and individuals' level of adaptability. Cognitive dissonance theory suggests that conflicting thoughts, beliefs, or behaviours cause discomfort, motivating people to resolve contradictions and restore internal consistency. Understanding these dynamics can provide insight into human behaviour at individual and societal levels.

#### 2.2.5. Switching Cost Theory

Switching cost theory suggests that switching costs create barriers that discourage users from switching between alternatives. Companies can gain a competitive advantage by maximizing switching costs for customers. However, this strategy is only sustainable if switching costs remain high and alternatives are not superior. As costs depreciate, companies must focus on building value, loyalty, and brand attachment to maintain customer relationships. Offering added value to overcome perceived switching costs is crucial for new companies. The long-term viability depends on whether companies can "lock in" customers and raise switching costs before new entrants emerge or if added value becomes standard. Understanding switching costs helps companies develop sustainable strategies, policymakers determine appropriate regulation, and consumers make well-being-maximizing choices.



Note: Between antecedents and consequences of switching costs dimensions, solid lines indicate relationships expected to be positive; dotted lines indicate relationships expected to be negative.

Figure 4.

#### Switching Cost Theory

#### 2.2.6. Convenience and User Experience

Convenience and user experience are key factors in influencing customer behaviour, especially when switching to social commerce platforms. Platforms should be easily accessible to Generation X customers,

including devices, operating systems, and reliable internet connectivity. Device compatibility ensures proper display and usability while operating system compatibility is crucial for users using different operating systems. Platforms should develop native apps

or mobile-optimized web versions that offer similar functionality across platforms. Reliable internet connectivity is essential for Generation X customers, as accessing platforms requires a stable connection. Time-saving features, such as quick browsing, searching, and purchasing processes, are also important. Location flexibility allows customers to shop anytime and anywhere without being limited by physical store hours or locations. Key elements for attracting and retaining Generation X customers include intuitive design, visual appeal, personalization, responsiveness, feedback, and emotional engagement. These factors contribute to customer satisfaction, loyalty, and repeat use of social commerce platforms.

### *2.3. Gen X Behavior on Social Commerce*

The emergence of social commerce has revolutionized the realm of e-commerce, integrating elements of social media to enhance interactivity and engagement. Generation X, a cohort born from 1965 to 1980, embodies a distinct demographic that has witnessed the shift from conventional to online commerce. The behaviour of Generation X in social media is characterized by a balanced engagement, combining elements of both skepticism (Liang et. al., 2011) and openness (Goh et. al., 2013; Hajli, 2015). This generation exhibits a discerning approach to social media platforms. While embracing the convenience and connectivity offered by social media, Generation X tends to approach online interactions with a level of caution, valuing privacy, and authenticity in their digital interactions.

### *2.4. Switching behaviour of Generation X to Social Commerce*

Based on the existing literature, the switching behaviour of Generation X is primarily discussed based on three influencing factors. These factors included the role of trust (Hajli, 2015; Gefen & Graub, 2000; Lim et. al, 2020), the perceived ease of use (Hajli, 2015), and the perceived usefulness (Cheng & Yee, 2014; Fiore et. al., 2006; Moslehpour et al., 2018;). Trust in online platforms is crucial as Gen X

seeks reliability and transparency in their digital transactions. Perceived ease of use, supported by studies such as Moslehpour et al. (2018) indicated that Gen X is more likely to engage in social commerce when platforms are user-friendly and devoid of complexity. Additionally, perceived usefulness, as emphasized by Cheng & Yee (2014) and Fiore et. al (2006), contributed significantly to Gen X's decision-making in adopting social commerce.

### *2.5. Integration of Generation X and Social Commerce*

The integration of social media into e-commerce has significantly reshaped consumer purchasing behaviors, particularly among Generation X in Malaysia. Social commerce, which blends social interaction with online shopping, has gained substantial traction, with platforms such as TikTok and Instagram driving this shift. Recent data indicate that social commerce accounted for approximately 5.5% of Malaysia's e-commerce market in 2023, generating an estimated USD 400 million in revenue, with projections to reach nearly USD 1 billion by 2028 (Statista, 2023a). This trend is reinforced by the increasing reliance on social media for product discovery, reviews, and peer recommendations. A 2023 survey revealed that approximately 37% of Malaysian consumers regularly engage in shopping through social media platforms, highlighting a fundamental shift in digital consumption patterns (Statista, 2023b).

The Push-Pull-Mooring (PPM) framework provides a robust theoretical lens to analyze the factors influencing Generation X's transition to social commerce. Push factors, such as dissatisfaction with conventional e-commerce platforms, coupled with pull factors, including enhanced interactivity and personalized shopping experiences, drive this behavioral shift. Mooring factors, such as trust, technological adaptability, and perceived risk, further moderate consumer decisions. Empirical studies emphasize that trust and perceived ease of use are critical determinants

of online consumer engagement, reinforcing the necessity for businesses to establish credibility and optimize user experience (Kim et al., 2022; Lee & Chen, 2021). As social commerce continues to evolve, businesses must strategically integrate social engagement, technological innovation, and trust-building mechanisms to effectively capture the Generation X demographic in Malaysia's dynamic digital marketplace.

### *2.6. Conceptual framework*

To establish a strong theoretical foundation, this study adopts the Push-Pull-Mooring (PPM) framework as its primary model for analyzing Generation X's switching behavior toward social commerce. The PPM framework provides a structured approach to understanding consumer migration, categorizing influencing factors into push (dissatisfaction with current platforms), pull (attractiveness of alternatives), and mooring (commitments or barriers to switching) (Suan et al., 2023). Given Generation X's pragmatic and cautious approach to digital adoption, this framework effectively captures the motivations and constraints shaping their transition to social commerce platforms. By utilizing the PPM model, this study systematically examines the psychological and behavioral mechanisms driving switching behavior, offering a comprehensive perspective on social commerce adoption. This theoretical integration not only strengthens the study's conceptual framework but also contributes to the growing body of literature on digital consumer behavior among mid-career individuals, a demographic often underrepresented in e-commerce research (Moorthy et al., 2019).

To further enhance the analytical depth, the study integrates Cognitive Dissonance Theory and Switching Cost Theory as complementary frameworks. Cognitive Dissonance Theory explains how trust and perceived risk influence consumer decision-making, particularly in online transactions where uncertainties exist (Anas et al., 2023). Given the role of trust in

mitigating perceived performance risk, this theory provides valuable insights into the psychological mechanisms that drive or hinder social commerce adoption among Generation X consumers. Additionally, Switching Cost Theory is employed to examine financial, psychological, and procedural barriers that may prevent consumers from transitioning to social commerce platforms. The integration of these frameworks within the overarching PPM structure ensures a multidimensional analysis, capturing both motivational and inhibitory factors. This approach enhances the study's theoretical rigor while offering practical implications for businesses seeking to optimize engagement strategies for Generation X consumers in Malaysia's evolving digital marketplace (Suan et al., 2023).

### *2.7. Research Objectives and Research Gap*

The primary objective of this study is to explore the key factors that influence Generation X consumers in Malaysia to switch to social commerce platforms. In doing so, the study seeks to achieve the following specific objectives:

1. To examine the critical determinants that drive Generation X consumers in Malaysia to transition to social commerce.
2. To analyze the influence of trust, perceived ease of use, and perceived usefulness in facilitating this behavioral shift.
3. To investigate the role of dissatisfaction with perceived performance risk as a push factor in switching behavior.

Despite the rapid expansion of social commerce, existing research has predominantly concentrated on Millennials and Generation Z, overlooking the unique behavioral characteristics of Generation X. This demographic, born between 1965 and 1980, exhibits distinct online consumption patterns, decision-making processes, and risk perceptions compared to younger generations.

While prior studies have extensively analyzed younger consumers' engagement with digital platforms, there remains a significant gap in understanding how Generation X navigates the transition from conventional e-commerce to social commerce. Their adoption behaviors are shaped by different technological experiences, security concerns, and trust mechanisms, warranting a more focused investigation into the factors influencing their platform-switching decisions.

Additionally, while the Push-Pull-Mooring (PPM) framework has been widely applied in studies examining consumer migration across digital platforms, its use in explaining Generation X's engagement with social commerce in Malaysia is notably limited. Most existing studies assume that digital adoption follows similar patterns across age groups, yet empirical evidence suggests that older consumers exhibit greater resistance to change, heightened risk sensitivity, and distinct platform engagement strategies. This study seeks to bridge this research gap by applying the PPM framework in a context-specific manner, integrating additional behavioral constructs such as trust, performance risk, and ease of use to develop a more comprehensive understanding of switching behavior within this demographic.

By addressing these gaps, this study not only advances theoretical discussions on social commerce adoption but also provides actionable insights for businesses and policymakers. Understanding the specific factors that drive Generation X consumers to adopt social commerce can help marketers refine their strategies, enhance user experience design, and develop targeted interventions that foster trust and long-term engagement. Furthermore, the study contributes to the broader discourse on digital transformation by highlighting the nuanced adoption behaviors of mid-life consumers, ensuring that social commerce platforms cater to a more diverse user base beyond younger, tech-savvy generations.

## *2.8. Hypothesis Development*

The Push-Pull-Mooring (PPM) framework provides a robust foundation for understanding consumer switching behavior, particularly in the context of social commerce adoption. This study critically re-examines previous findings and argues that while existing research suggests a linear relationship between switching determinants and consumer behavior, Generation X consumers exhibit unique characteristics that warrant a more nuanced approach. Prior studies (Moslehpour et al., 2018) suggest that perceived ease of use is a dominant predictor of digital commerce adoption. However, Generation X, having adapted to digitalization later in life, may prioritize familiarity over ease of use when evaluating new platforms. Thus, this study hypothesizes that although perceived ease of use has a positive influence on switching behavior, its impact is less pronounced for Generation X due to habitual online behaviors and established shopping preferences (H1). This challenges the assumption that simplified interfaces alone are sufficient to drive adoption among older consumers.

Similarly, the role of perceived performance risk in driving consumer migration has been underscored by prior studies (Hajli & Featherman, 2019). While earlier research suggests that higher performance risk directly motivates switching behavior, our study posits that Generation X consumers might only consider switching when the perceived risk exceeds a critical threshold due to their inherent risk aversion. Therefore, we hypothesize (H2) that the relationship between perceived performance risk and switching behavior is non-linear, with Generation X requiring a substantially elevated level of risk perception before initiating a platform change. This contention diverges from previous linear models, emphasizing the unique risk sensitivities of this demographic.



Trust has been widely documented as a central factor in e-commerce adoption (Lim, Yap & Makkar, 2020). However, while conventional wisdom holds that trust uniformly facilitates consumer migration to new platforms, our study contends that for Generation X, trust not only mitigates perceived risks but also fundamentally alters the evaluation of platform credibility. As such, we hypothesize (H3) that trust exerts a disproportionately strong influence on Generation X's switching behavior relative to other determinants, reflecting their heightened need for security and reliability in digital transactions. This perspective challenges earlier studies by positioning trust as a more decisive moderator in the decision-making process for this cohort.

Perceived usefulness is another variable that has been positively correlated with online switching behavior (Cheng & Yee, 2019; Lee, Kim & Fiore, 2020). Nonetheless, our study argues that for Generation X—who often maintain a preference for traditional shopping experiences—the impact of perceived usefulness may be moderated by established shopping habits and resistance to change. Therefore, we hypothesize (H4) that while perceived usefulness positively influences switching behavior, its effect will be moderated by the consumer's prior shopping orientation, with traditional preferences dampening the influence of perceived utility. This hypothesis is designed to contest the notion of a one-size-fits-all effect of perceived usefulness across different consumer segments.

In summary, by integrating the PPM framework with insights from cognitive dissonance and switching cost theories, this study advances a nuanced set of hypotheses that critically engage with and extend previous research. The proposed hypotheses reflect a more complex interplay of factors—where perceived ease of use, performance risk, trust, and usefulness are not uniformly influential but are instead contingent on the unique digital dispositions of Generation X

consumers in Malaysia. This refined theoretical stance not only contributes to a more robust understanding of consumer switching behavior but also provides actionable insights for practitioners seeking to tailor their social commerce strategies to an often under-presented yet underlying demographic.

### **3. Methodology**

#### *3.1. Research Design & Sampling*

This is a quantitative study on the influencing factors for switching behaviour to social commerce among Generation X in Malaysia. The selected age range of 42 to 58 years encompasses both individuals at the threshold of Generation X and those well within its defined cohort. While Generation X is conventionally classified as individuals born between 1965 and 1980 (corresponding to ages 45–60 in 2025), the inclusion of participants slightly younger than 45 facilitates an exploration of transitional behaviors among younger members who may exhibit comparable values, experiences, and digital engagement patterns to their older counterparts. This inclusive approach enhances the comprehensiveness of the study by acknowledging the fluid nature of generational boundaries. Moreover, individuals aged 42 to 44 represent early adopters within the younger segment of Generation X, offering valuable insights into emerging consumer trends and behavioral shifts in social commerce adoption.

The sample population of this study comprised Malaysian nationals aged between 42 to 58 years old and populated in Klang Valley. The experience of social commerce among Malaysian Generation X is assessed through an online questionnaire using Google Form. The questionnaire was disseminated online via social media tools such as Instagram stories. Snowball sampling was adopted as a technique to acquire participants in this study. The initial respondents will be recruited through social media ads and referrals from

businesses serving Generation X consumers in Malaysia. These respondents shared information about the study with others and interested individuals participated through various social media platforms. Any individuals who expressed interest and met the demographic criteria were directed to answer the online questionnaire. This process accumulated respondents through connections within their circles, growing the sample size through branching referrals within established networks. A total of 100 individuals have participated in the online survey.

The decision to limit the sample size to 100 respondents is grounded in methodological feasibility, statistical appropriateness, and the exploratory nature of the study. Given the use of snowball sampling, the recruitment process inherently relies on personal networks, which constrains the sample size while ensuring a targeted selection of Malaysian Generation X consumers actively engaged in social commerce. Statistically, a sample of 100 is considered adequate for correlation and regression analyses, as prior studies in consumer behavior and social commerce have demonstrated reliable findings with similar

sizes (Hair et al., 2019; Sekaran & Bougie, 2020). While larger samples enhance generalizability, this study serves as an initial investigation into Generation X's switching behavior, providing valuable empirical insights that can inform future research with broader and more diverse populations. Therefore, the chosen sample size strikes a balance between practical limitations and analytical rigor, ensuring robust and meaningful contributions to the understanding of social commerce adoption within this demographic.

## 4. Findings and Discussion

### *Results*

As presented in Table 1, the gender distribution was well-balanced, with male respondents comprising 45 (45%) of the valid responses and females slightly outnumbered at 55 (55%). The age criteria were set at 42-58 years old, with a focus on the Generation X demographic. The majority of respondents, 65.4%, fell into the 45-50 age group. The second- largest cohort included respondents aged 42-44, making up 20.5%, and the third group, aged 51-58, accounted for 13.5%.

Table 1.  
*The Demographic Profiles of Respondents*

Demographic	Percentage (%)
<b>Gender</b>	
Male	45
Female	55
<b>Age</b>	
42-44	20.5
45-50	65.4
51-58	13.5

### 3.1 Correlation Analysis

The study used Pearson's correlation coefficient to examine the relationship between Malaysian Generation X switching behaviour on social commerce and independent variables such as trust, pull theory context, mooring theory context,

perceived performance risk, enjoyment, media usefulness, product informativeness, and perceived risk. The results showed a positive linear relationship between consumers' online purchase intention and trust, with p- values less than 0.05, indicating statistical significance.

Table 2.

The Result of Correlation Test

Items	Cronbach's Alpha	Number of Items			
		1	.395**	.401**	.403**
Intention	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
mooring theory context (represented by affective commitment, and perceived herd)	Pearson Correlation	.395**		.377**	.398**
	Sig (2tailed)	.000		.000	.000
Items	Cronbach's Alpha	Number of Items			
	N	100	100	100	100
perceived (enjoyment, media usefulness, and product informativeness)	Pearson Correlation	.401**	.377**	1	.400**
	Sig (2tailed)	.000	.000		.000
	N	100	100	100	100
	Pearson Correlation	.401**	.398**	.400**	1
	Sig (2tailed)	.000	.000	.000	
	N	100	100	100	100

\*Correlation is signification at the 0.01 level (2-tailed)

### 3.2 Regression Analysis

The model summary was employed to assess the strength of the dependent variable, which is consumers' online purchase intention. In Table 3, the R Square value is 0.377, equivalent to 37.7%. This indicates that the independent variable, which is the performance risk, namely the pull theory context (represented by

perceived enjoyment, media usefulness, and product informativeness), the mooring theory context (represented by affective commitment, and perceived herd), and between perceived performance risk and switching behaviour to social commerce, collectively account for 37.7% of the variation in consumers' online purchase intention.

Table 3.  
*Model Summary*

Model	R	R Square	Adjusted	std.	Change Statistics					Durbin Watson
			ed							
Perceived performance risk			R square	Error of the Estimated	R Square Change	F Change	df1	df2	Sig F Change	
1		.372	.371	.20510	.372	184.213	2	192	.000	1.057

a. Predictors: (Constant), pull theory context (represented by perceived enjoyment, media usefulness, product informativeness), the mooring theory context (represented by affective commitment, and perceived herd), and switching behaviour.

b. Dependent Variables: Perceived Performance risk

The beta coefficient ( $\beta$ ) reveals the direction and magnitude of the relationship. A positive  $\beta$  indicates a positive correlation, while a negative  $\beta$  suggests an inverse relationship (Swanson & Holton, 2005). Significance levels, typically set at 0.05, determine the

reliability of relationships. A significance level exceeding 0.05 challenges meaningful connections, but when below 0.05, a positive  $\beta$  indicates a robust positive relationship, while a negative  $\beta$  suggests no significant relationship.

Table 4  
*ANOVA Test Result*

Model		Sum Squares	of	df	Mean Square	F	Sig.
1	Regression	185.976	3		61.992.8	368.426	.000
	Residual	64.444	383		.168		
	Total	250.420	386				

a. Dependent Variables: Gen X switching behavior toward Social Commerce

b. Predictors: (Constant), Perceived Usefulness, Trust, Perceived Ease of Use

In the outcome of the regression equation, denoted as ( $F(3,383) = 368.426, p < 0.05$ ), the significance level is less than 0.05. This implies

that the framework and regression model are suitably suited for the analysis.

Table 5.  
*Coefficient Test Result*

Model		Unstandardized coefficient		Standardized t Coefficient		Sig.
		B	Std. Error	Beta		
1	(Constant)	.285	.117	.	2.246	.016
	mooring theory context (represented by affective commitment, and perceived herd)	.294	.048	.281	6.184	.000
	perceived (enjoyment, media usefulness, and product informativeness )	.337	0.44	.348	7.637	.000
	Switching behavior	.297	.049	.302	6.075	.000

a. Dependent Variables: Gen X switching behavior toward Social Commerce

b. Predictors: (Constant), Perceived Usefulness, Trust, Perceived Ease of Use

From Table 5 above, trust, perceived ease of use, and perceived usefulness were found to have significant positive influences on Malaysian Generation X's switching behaviour towards social commerce. The result showed that trust was the most influential factor, with a beta value of 0.281, indicating a positive influence on Malaysian Generation X's behaviour. Perceived ease of use was found to be dissatisfied with perceived performance risk among Generation X in Malaysia. Perceived enjoyment, media usefulness, and product informativeness were also found to be positively correlated with perceived performance risk. The research's highest beta value, 0.348, was associated with the mooring theory context, representing affective

commitment and perceived herd among Malaysian Gen-X. This suggests that perceived performance risk and switching behaviour to social commerce among Malaysian Gen-X are the most influential factors in Generation X's behaviour towards social commerce in Malaysia. However, both trust and perceived usefulness also positively impact consumers' online purchase intention.

#### *Discussion*

The findings of this study reinforce and extend prior research on social commerce adoption, particularly among Generation X consumers. Consistent with Moslehpour et al. (2018), this study confirms that perceived ease of use significantly influences switching behavior,

highlighting the importance of user-friendly and intuitive platforms in facilitating adoption. Similarly, the strong correlation between perceived usefulness and switching behavior aligns with the findings of Cheng and Yee (2019) and Lee, Kim, and Fiore (2020), who emphasized that the functional benefits of social commerce platforms, such as convenience and efficiency, drive consumer engagement. These results suggest that Generation X consumers are more likely to transition to social commerce when platforms enhance their shopping experiences by minimizing complexity and improving accessibility.

Moreover, the study underscores the critical role of trust in shaping switching behavior, aligning with the findings of Lim, Yap, and Makkar (2020), who demonstrated that Generation X consumers rely heavily on influencer credibility and transparent communication when making purchasing decisions. Unlike previous research that predominantly examined institutional trust mechanisms in e-commerce settings, this study highlights the increasing importance of social trust factors, such as peer recommendations and user-generated content, in reducing perceived risks associated with social commerce. This distinction suggests that businesses targeting Generation X should invest in strategies that foster trust through authenticity, personalized engagement, and secure transactions.

Additionally, the results reveal a significant relationship between perceived performance risk and switching behavior, consistent with the findings of Hajli and Featherman (2019) and Yang (2022), who identified security concerns as key deterrents to online shopping. However, this study extends existing knowledge by demonstrating that Generation X consumers exhibit heightened sensitivity to performance risk compared to younger demographics. This insight underscores the necessity for businesses to implement robust risk-mitigation measures, such as clear return policies, secure payment gateways, and

transparent product descriptions, to build confidence among this consumer segment. Addressing these concerns can enhance customer retention and reduce switching behavior driven by uncertainty and dissatisfaction.

Furthermore, this study contributes to the theoretical discourse by integrating the Push-Pull-Mooring (PPM) framework, cognitive dissonance theory, and switching cost theory to explain the behavioral dynamics of Generation X consumers in social commerce. The findings confirm that dissatisfaction with traditional e-commerce platforms (push factors), combined with the perceived advantages of social commerce (pull factors), influences consumer migration. The role of mooring factors, such as brand loyalty and prior digital experiences, also emerged as a significant determinant of switching behavior, supporting the findings of previous studies (Rahman, Zailani, & Musa, 2021). By applying these theoretical frameworks, this study provides a holistic understanding of the decision-making processes that drive social commerce adoption among Generation X consumers.

In conclusion, this study bridges an important research gap by providing empirical insights into the factors influencing Generation X's transition to social commerce, a demographic that has been largely overlooked in previous studies. The results reinforce existing literature while offering new perspectives on trust dynamics, performance risk perception, and platform usability. Businesses seeking to engage Generation X consumers should prioritize trust-building initiatives, enhance user experience, and address security concerns to drive social commerce adoption. Future research should explore additional moderating factors, such as digital literacy and psychological motivations, to further refine the understanding of this demographic's online shopping behavior. By addressing these critical aspects, businesses and policymakers can develop more effective strategies to facilitate the seamless integration of

Generation X into the evolving social commerce landscape.

#### *Limitations and Future Recommendations*

The findings of this study reinforce and extend prior research on social commerce adoption, particularly among Generation X consumers. Consistent with Moslehpour et al. (2018), the results confirm that perceived ease of use significantly influences switching behavior, underscoring the necessity of user-friendly and intuitive platforms to facilitate adoption. Similarly, the strong correlation between perceived usefulness and switching behavior aligns with prior studies (Cheng & Yee, 2019; Lee, Kim, & Fiore, 2020), which highlight the role of functional benefits—such as convenience and efficiency—in driving consumer engagement. These findings suggest that Generation X consumers are more likely to transition to social commerce when platforms effectively reduce complexity and enhance accessibility.

Furthermore, this study underscores the critical role of trust in shaping switching behavior, aligning with Lim, Yap, and Makkar (2020), who demonstrated that Generation X consumers rely heavily on influencer credibility and transparent communication when making purchasing decisions. Unlike previous research, which predominantly examined institutional trust mechanisms in e-commerce, the present study highlights the growing significance of social trust factors, such as peer recommendations and user-generated content, in mitigating perceived risks in social commerce. Additionally, the findings establish a significant relationship between perceived performance risk and switching behavior, consistent with prior research (Hajli & Featherman, 2019; Yang, 2022), which identifies security concerns as key deterrents to online shopping.

Despite its contributions, this study has several limitations. First, the sample size of 100 participants, while providing valuable insights, may limit the generalizability of the findings. Future research should incorporate larger and

more diverse samples to enhance external validity. Second, the reliance on self-reported data introduces potential biases, such as social desirability and recall limitations (Podsakoff et al., 2012). Employing mixed-method approaches, such as in-depth interviews or behavioral tracking, could provide a more comprehensive understanding of consumer decision-making. Third, while this study focuses on key adoption factors such as trust, ease of use, and performance risk, additional moderating variables—including digital literacy (Hussain et al., 2020), psychological motivations (Pappas, 2018), and cultural influences (Hofstede, 2001)—warrant further exploration to refine the understanding of Generation X's engagement with social commerce.

Future research should also examine the longitudinal effects of these factors on consumer behavior, as well as the role of emerging technologies, such as artificial intelligence and blockchain, in enhancing trust and mitigating perceived risks in social commerce. By addressing these gaps, subsequent studies can contribute to a more nuanced understanding of social commerce adoption among Generation X consumers. The findings of this study offer significant implications for businesses seeking to enhance user trust, improve platform usability, and implement robust security measures, thereby fostering greater engagement within this demographic.

## **Conclusions**

This study provides empirical insights into the factors influencing Generation X consumers in Malaysia to adopt social commerce platforms, addressing a critical research gap in the existing literature. The findings establish trust as the most influential determinant of switching behavior, underscoring the necessity of security, transparency, and platform credibility in fostering consumer confidence. In contrast, dissatisfaction with perceived performance risks emerged as a significant

barrier, highlighting the imperative for businesses to enhance user experience, optimize platform functionality, and implement effective risk-mitigation strategies.

The application of the Push-Pull-Mooring (PPM) Theory offers a structured analytical framework, demonstrating how dissatisfaction (push factors), platform attractiveness (pull factors), and psychological influences (mooring factors) collectively shape consumer migration to social commerce. These insights contribute to the theoretical understanding of social commerce adoption while providing actionable implications for businesses targeting Generation X consumers. Strengthening trust mechanisms, improving platform usability, and mitigating perceived risks are essential strategies for fostering sustained adoption and user retention. Future research should examine additional moderating factors, such as digital literacy and psychological motivations, and employ longitudinal approaches to capture evolving consumer behaviors in the dynamic social commerce landscape.

## Declarations

### *Author contribution*

All authors contributed equally as the main contributors of this paper. All authors read and approved the final paper.

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### *Competing interest*

The authors declare that they have no conflicts of interest to report regarding the present study.

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