

Factors influencing Customer Purchasing Attitudes towards F-commerce in Bangladesh: Youth Group Perspective

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Abstract: *The study aims to identify the key factors influencing customers' attitudes towards purchasing on Facebook and establish the relationship between these variables and consumers' buying behavior on f-commerce. A quantitative research design was utilized to accomplish the goal of the study, where convenience sampling method was used for collecting data from 219 young individuals engaged in online purchasing. Furthermore, the data was analyzed by the confirmatory factor analysis (CFA) technique of the Structural Equation Model (SEM) using the PLS 4.0 software. Finally, the results demonstrate the intricate interaction between multiple factors and young client preferences toward f-commerce purchasing. The study's findings indicate that trust-related concerns, such as protecting sensitive information and online safety, significantly shape the buying decisions of young customer groups in the case of f-commerce purchasing. Furthermore, sales services, including prompt delivery, cash on delivery, warranty and promotional activities like Facebook blogs, affect young customers' opinions of f-commerce. The study's results may assist f-commerce firms and policymakers in increasing their f-commerce operations. Further research might be undertaken to examine the impact of macro-environmental elements on the purchase attitudes of young clients concerning f-commerce.*

Keywords: *Customers' Perception, Factors, Facebook, F-commerce, Young Group*

1. Introduction

Facebook commerce, or f-commerce, grew in prominence simultaneously with the internet connection (Ha & Chuah, 2023). Knowing the background of customer opinions regarding purchasing in this sector helps to highlight the rise of essential influencing elements, including commitment, behavior after the sale, and trustworthiness. When direct purchasing was first proposed on Facebook, it

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sparked curiosity and concerns about confidence and safety (Nipa et al., 2020). The limited e-commerce infrastructure made it difficult to carry out transactions smoothly, and the importance of price competition heightened as consumers hesitated to make online purchases (Leong et al., 2018). In the long run, integrating smartphones improved usability and accessibility, which sped up f-commerce and adoption (Senjam et al., 2021). Content provided by users, including evaluations and recommendations, has grown in significance as it impacts buying choices (Shahbaznezhad et al., 2021). Moreover, improving payment connectivity and safety measures fosters credibility and ease in the operations of f-commerce (Stampoulaki, 2012).

Finding the correct items to attract young customers today depends on content production and customized marketing strategies. Siregar (2018) mentioned that the variables of amusement, annoyance, trust in Facebook, and trust in e-commerce on Facebook have a substantial influence on young group's attitudes toward F-commerce advertising. To build trust and solve issues, live chat and attentive customer service have become essential (Hollebeek & Macky, 2019). Ethical sourcing, transparency, and helping others are increasingly crucial to f-commerce buyers (Chen et al., 2022).

Due to the potential hazards of conducting business online, young customers often choose systems with strong security measures and reputable vendors. This protects against information theft, deceit, and goods deception (Praveen & Singla, 2019). Essential components include the desire for praise from others and societal pressure. According to Liébana-Cabanillas et al. (2018), peer recommendations and good evaluations reduce perceived risk, boost trust, and function as social cues regarding the quality and enjoyment of the good in question.

Customers seek affordable prices and added benefits such as package savings, reward schemes, and offers to obtain the best deal for what they spend (Dean, 2010). Young buyers are soothed and driven to make additional purchases when they encounter rapid problem-solving, easy return processes, and attentive interactions (Dean, 2010). Liébana-Cabanillas et al. (2018) assert that interactive elements, content created by younger consumers, and an established company image promote confidence and devotion. Brands must comprehend the tastes, habits, and worries of young consumers in e-commerce to customize their plans properly.

Bangladesh is making progress in becoming a digitally linked nation, which ultimately increases the likelihood of its citizens using the internet (Pal & Sarker, 2023). Facebook is Bangladesh's dominant social media platform, surpassing India's monthly active users (MAU) and ranking in the top three nations (Kamruzzaman, 2023). According to a survey, 66.7% of firms in Bangladesh used Facebook as a sales channel, with 81.5% using it as their primary sales channel (Aiman, 2020). According to Riyasad (2021), over 30% of Bangladesh Facebook users have purchased on the platform. Despite the increasing popularity of F-commerce in Bangladesh as an affordable alternative avenue for

small and medium-sized businesses to reach clients and sell products, there is a shortage of empirical data on the factors influencing consumer satisfaction with F-commerce (Gao et al., 2023). Therefore, this paper aims to discover the underlying factors that impact the attitudes of young customers towards f-commerce and subsequently affect their level of contentment.

2. Literature Review and Hypothesis Development

2.1 Customer Purchasing Attitudes

"Customer attitudes" are the feelings, whether favorable or unfavorable, that result from a judgment of an item, including brands, costs, sellers, and products or services offered (Dean, 2010). According to Schiffman & Kanuk (2007), a customer's attitude is their informed propensity to respond favorably or negatively to the ideas and feelings that result from regularly evaluating the object's knowledge. Consumer views have a significant impact on what they intend to buy. According to Chaniotakis et al. (2010), customers' "style of thinking" influences their buying decisions. Buying intention refers to the consumer's desire to acquire the good or service, and it also involves the expectation that the customer will buy a product after doing some research (Younus et al., 2015).

2.2 F-Commerce and Online Shopping Behavior

A decision-making process known as buying intent examines the reasons behind the consumer's choice of a specific brand (Shah et al., 2012). F-commerce is also a social platform that supports the on-demand buying and selling of goods and services, allowing customers to offer and participate in interpersonal relationships while working toward a common objective (Chen et al., 2014). The appearance of the social network and Web 2.0 allowed for the emergence of Facebook commerce, or f-commerce, as it is commonly known (Santos et al., 2019). Facebook commerce, or "f-commerce," is a relatively recent internet-based company venture that uses the social media platform to facilitate and advertise business interactions (Bai et al., 2015). The word "F-Commerce" refers to an advertising medium that makes it easier to promote, auction, buy, and offer anything (goods and services) using the online social networking platform Facebook. It is a euphemistic combination of Facebook and trade (Praveen & Singla, 2019).

Customers' uniqueness, contextual factors, item uniqueness, experience with purchasing products online, confidence in the experience, and attitudes toward simplicity of use, web utility, and pleasure are just a few of the variables that shape how they shop online (Praveen & Singla, 2019).

2.3 Factors Influencing Online Shopping and F-commerce

Customers' intentions to purchase are significantly impacted by connections (Palmatier et al., 2006), interaction/information communications (Leal et al., 2014), and platform technology products and services (Curty & Zhang, 2013; Huang & Benyoucef, 2013). The level of sales service, which encompasses pre-

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sales assistance, product expertise, and post-sales support, significantly influences buyer engagement and repurchase attitudes (Zeithaml & Bitner, 2003). Appropriate promotional tactics may concurrently affect customer beliefs, viewpoints, and purchase actions. These tactics include loyalty programs, rebates, vouchers, and marketing initiatives (Kotler & Armstrong, 2016). These elements have a significant influence on how consumers behave, affecting sales and the development of enduring connections with clients. Frequent dissemination of positive information can help users develop relationships and have confidence in one another, which could improve their motivation to do commerce (Liang & Turban, 2011). Schaefer et al. (1981) described social support as consisting of three components: informational, physical, and emotional assistance because social support influences buyer behaviors.

Wang & Chang (2013) found that bargain judgment had no noticeable impact on fidelity or buying intention, and Bai et al. (2015) identified three types of social support: emotional, tangible, and informational. Five critical components of social commerce were identified by Bai et al. (2015): seller ambiguity, product flutter, social support, third-party, and buying motives. Additionally, Jun et al. (2004) confirmed a favorable correlation between the caliber of amenities online retailers offer and client satisfaction. A strong negative correlation exists between age and internet shopping attitudes (Sultan & Uddin, 2011). Liu et al. (2008) discovered that eight constructs—payment, delivery, customer service, security/privacy, item characteristics, transaction capabilities, and information quality—were significantly more likely to predict online shopping customer satisfaction than response time. However, Praveen and Singla (2019) discovered that those customers' opinions about the marketing approach and image may impact their beliefs about adopting online shopping.

2.4 Underpinning Theory for Purchase Intentions and F-commerce

Although an individual may possess all the character qualities, their ratings for each feature might vary, with specific traits rated well while others rated poorly. The Big Five model encompasses five dimensions: neuroticism, extraversion, agreeableness, openness to new experiences, and diligence (Khan et al., 2020). The study conducted by Wang and Chang (2013) investigated the impact of product dangers and internet-based social relationships on purchasing attitudes through Facebook.

Their perspectives on customer decision-making were formulated using the Stimulus-Organization-Response (S-O-R) model and the information processing theory. The idea of information processing utilizes brain mechanisms to elucidate purchasing patterns (Tybout et al., 1981). According to Young (2016), a stimulus is an external factor that influences an individual's psychological state. An organism is the internal structure and processes determining an individual's final response or reaction to external stimuli. The intervention's structure encompasses perceptual, physiological, sensory, and cognitive processes (Zhang et al., 2021). In addition, the consumer behavior theory encompasses all purchasing actions undertaken to fulfil customer requirements and reflects customer psychology (Solomon et al., 2019).

The study employed exploratory factor analysis (EFA) to investigate many factors related to amusement, knowledge, irritation, trust in Facebook, trust in e-commerce on Facebook, and behavior towards F-commerce advertising (Siregar, 2018). In the current research on f-commerce, only a limited number of notions have been employed, such as the theory of reasoned action (TRA), stimulus-organization-response (SOR), theory of planned behavior (TPB), theory of cognitive emotion theory (CET), and technology acceptance model (TAM) (Lai et al., 2021). Given that youthful client groups constitute the majority of Facebook users in Bangladesh (Kamruzzaman, 2023), people in business must consider their attitudes towards f-commerce to conduct marketing efforts effectively. Moreover, f-commerce is booming in Bangladesh because customers depend on smartphones, social media, etc. (Ghosh, 2019). As a result, the study utilized the SOR (stimuli-organization-response) theory to identify the characteristics that affect young customers' perceptions of f-commerce, as no prior research had been conducted to assess the attitudes of young individuals towards f-commerce.

2.5 Hypothesis Development:

2.5.1 Relationship between promotion and f-commerce buying

Successful advertising and promotion strategies can concurrently impact consumer attitudes, perspectives, and purchasing behavior. Loyalty programs, vouchers, rebates, and marketing campaigns are some strategies mentioned by Kotler and Armstrong (2016). There is a significant correlation between increasing the quantity and strategic placement of promotional activities on f-commerce networks and boosting audience engagement, increasing overall revenue and customer loyalty. Balakrishnan et al. (2014) investigated e-WOM and virtual communities as two instances of online promotional interaction that are significant in promoting a company, its products, or services. Customers endorse engaged social media promotion as it ultimately satisfies their purchase intentions.

Smith and Doe (2023) presented empirical support for the hypothesis in their study, "The Influence of Social Media Promotions on E-commerce Proficiency." It was discovered that businesses utilizing f-commerce sites and implementing targeted promotional strategies experienced a 25% surge in sales and a 40% increase in customer retention rates throughout the season. However, there is no prior research on the impact of promotion on young customers' perceptions of f-commerce buying. Thus, this underscores the critical significance of efficient promotion when young generations integrate social media into prosperous f-commerce endeavors. Therefore, the hypothesis is as follows:

H₁. The promotion has a positive impact on f-commerce buying by young customer groups.

2.5.2 Relationship between trust and f-commerce buying

Scholars have argued that individuals more inclined to trust others are more likely to heed the recommendations of others (Escobar-Rodríguez et al., 2017;

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Pentina et al., 2013). In the context of supply chain, studies by Cheng et al. (2019) and Escobar-Rodríguez et al. (2017) have demonstrated a robust positive correlation between a person's propensity for trust and the tendency of customers to make a purchase. Prior research has indicated that in the face of transactional ambiguity and deceitful practices by online vendors, consumers base their purchasing decisions on the insights and advice of seasoned consumers (Chen et al., 2019; Chen & Shen, 2015; Sohn & Kim, 2020). The quality of the consumer's experience influences the overall user experience and usability, which may affect trust levels. In their seminal work "Trust Dynamics in Social Commerce: An Exploration of Facebook Commerce," Johnson and Kumar (2022) examined over a thousand f-commerce operations. Their findings revealed an exceptionally robust positive correlation between levels of trust and intentions to make purchases. Notably, perceived security and privacy protection acted as substantial moderators in this relationship. This study highlights the criticality of trust in ensuring the success of e-commerce endeavors (Johnson & Kumar, 2022). However, the authors didn't consider the young customer segment and their trust impact on f-commerce. As a result, the study proceeds with the hypothesis as follows:

H₂. Trust positively impacts f-commerce buying by young customer groups.

2.5.3 Relationship between communication and f-commerce buying

Social media platforms enable users to establish extensive connections with others, enabling substantial dialogue that may have psychological repercussions. Yang et al. (2013) and Cyr et al. (2009) investigated the effect of contact on online retail consumers' satisfaction. According to Voorveld et al. (2013) and Yoo et al. (2010), customer perception and behavior in online purchasing are significantly impacted by website interaction. An additional finding has emerged regarding the effect of strategic communication in f-commerce on customer loyalty and satisfaction, subsequently affecting purchase intention. This finding builds upon the research conducted by Chen and Li (2023), which examined the effects of communication strategies on consumer behavior on social commerce platforms. Their research underscores the criticality of effective communication to enhance consumer relationships and sales performance in the digital realm. From this research, one can deduce that although virtual networks have a minimal effect on brand awareness, authenticity, connection, and information sharing substantially increase brand awareness, as stated by ElAydi (2018). The above papers didn't measure communication and young customers' attitudes toward f-commerce. Therefore, the following hypothesis is developed:

H₃. Communication has a positive impact on f-commerce buying by young customer groups.

2.5.4 Relationship between after-sales service and f-commerce buying

Huang, J. W. (2019) stated that the after-sales service directly impacts the intention to purchase and the commercial performance. However, the authors did not discuss the influence of after-sales service on f-commerce. Moreover, Smith

& Johnson (2022) asserted that allocating resources to enhance after-sales service capabilities in f-commerce platforms increases customer satisfaction and loyalty. It, in turn, leads to repeated purchases and positive word-of-mouth recommendations. Their research findings substantiate this hypothesis. Smith & Johnson (2022) further highlight the importance of after-sales service as a competitive advantage in internet buying. Reducing client fears associated with digital transactions is crucial in fostering belief and credibility in f-commerce platforms. The hypothesis posits that many customer activity and attitude elements, including happiness, loyalty, and repeat purchase behavior, are impacted by the degree of customer service care offered on e-commerce platforms. The text highlights the need for personalized support and effective resolution of issues in establishing long-lasting client relationships (Rane et al., 2023). Still, it doesn't include the impact of young group segments. As a result, the study proceeds with the hypothesis as follows:

H₄. After-sales service has a positive impact on f-commerce buying by young customer groups.

2.5.5 Relationship between customer expectation and f-commerce buying

Satisfaction is the emotional state that an individual experience when their requirements are met (Islam et al., 2011). It measures how well a product or service meets consumers' expectations, as defined by Oliver (1997) and Vavra (1997). A company's success depends significantly on the precise identification of the consumer and a thorough grasp of their expectations and influence on the market (Domingues et al., 2015). Therefore, it is essential to comprehend how f-commerce satisfies purchasers' demands.

In addition, Wang and Li (2021) found that f-commerce platforms that closely match customer expectations in terms of product quality, pricing, and service offers tend to have better levels of customer satisfaction and repeat purchase behavior. Their study highlights the need to understand and meet consumer expectations in order to achieve positive outcomes in the e-commerce sector. Moreover, customer expectations substantially influence buyer behavior and perceptions of e-commerce websites. The statement emphasizes the significance of reaching or surpassing these standards to encourage positive outcomes such as satisfaction, assurance, and customer loyalty (Wijaya et al., 2019). Previous studies have also not discussed young clients and their expectations of the f-commerce sector. As a result, the analysis proceeds with the hypothesis as follows:

H₅. Customer Expectation has a positive impact on f-commerce buying by young customer groups.

3. Objectives of the Study

This paper aims to investigate the fundamental factors that impact the perceptions of young consumers towards f-commerce in Bangladesh.

JUJBR**3.1 Specific Objectives:**

- To determine the impact of promotion on young groups while purchasing via Facebook;
- To find out the impact of trust on young customer groups buying from f-commerce;
- To measure the impact of communication on young groups while purchasing via Facebook;
- To find out the impact of sales services on young groups while purchasing via Facebook;
- To measure the impact of customers' expectations on young groups while purchasing via Facebook.

4. Conceptual Framework

Various factors can significantly impact customer views towards f-commerce. Researchers performed a pilot survey among 20 graduate-level students to determine and summarize the probable elements that influence young people's attitudes towards buying through f-commerce. The initial pilot poll discovered the following elements that affect the views of young people about buying on f-commerce.

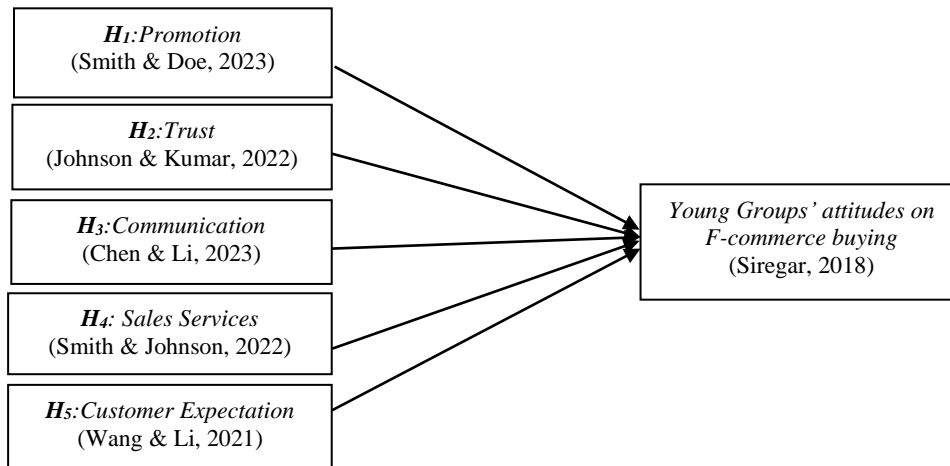


Figure 1. Factors influencing young customer groups on f-commerce (proposed by authors).

5. Research Methodology**5.1 Research Design**

Leong et al. (2018) employ a quantitative methodology to investigate the factors influencing customers' attitudes towards placing orders on f-commerce sites. In order to identify pertinent components at an early stage, the research team conducted a thorough examination of the existing literature. A preliminary

survey of university students from Bangladesh was undertaken to investigate the stated connections between the variables in the study model (Tu et al., 2005). The study utilized an organized survey as its research methodology to establish the connection between dependent and independent variables.

5.2 Population, Sample Frame, Sample Size, and Sampling Techniques

The desired demographic consisted of Facebook users who have completed at least one f-commerce purchase. A sample frame was created by considering the geographic location and demographics (specifically, a youthful group aged 18 to 35) of the participants within the population. Due to Dhaka's dominant position in Bangladesh's f-commerce sales, the sample frame specifically included participants from that city. This study's intended demographic comprises homemakers, employed individuals, students, and individuals without employment. The study uses Facebook to visually represent the relationship between dependent and independent variables for the target population (Khan et al., 2020). The data was examined using a sample size of 219 individuals, focusing on customer satisfaction and purchasing attitudes concerning promotion, communication, sales services and trust in service.

Convenience sampling is a non-probability sampling strategy that allows researchers to easily acquire essential data for their studies by placing them nearby (Sedgwick, 2013). Hence, this research utilized convenience sampling to pick Facebook users who are easily accessible and amenable.

5.3 Research Instrument

A structured questionnaire was used to measure factors and their influence on young customers' attitudes toward f-commerce buying. The structured questionnaire has two sections. The first section consists of four inquiries to gather data on the participants' demographic profiles. Twenty-five items, comprising the second half, deal with consumer expectations - 4, sales service - 4, trust -5, promotion- 3, communication - 4, and purchasing attitudes - 5.

5.4 Data collection

People who have purchased anything on social media—specifically, Facebook—between September 1, 2023, and February 29, 2024, provided data for this research. Participants must have used at least one well-known social networking site in Bangladesh, such as Facebook. They are not eligible to answer the inquiry in any other way. Data collection was conducted through an online survey using Google Forms. A survey link was distributed to 500 participants, resulting in 347 completed responses. Ultimately, out of the total of 347 completed surveys, only 219 were considered acceptable due to having made at least one purchase through a source on Facebook.

5.5 Data Analysis Technique, Measurement of Reliability and Validity

Confirmatory factor analysis (CFA) technique was used to identify the drivers of the variables influencing consumers' attitudes toward purchases in f-commerce. Confirmatory factor analysis (CFA) is a statistical technique used to assess latent

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variables, as described by Hoyle (2011), and Byrne (2013). Confirmatory factor analysis aims to assess latent psychological qualities, such as attitude and satisfaction (Pearson and Lee 1903; Spearman 1904).

6. Data Analysis and Interpretation

6.1 Demographic profile of respondents

Details of participating respondents are shown below:

Table 1: Demographic Profile of Respondents (n=219).

Characteristics		Percent
Gender	Male	58%
	Female	42%
Age	18-22	21.8%
	23-27	55.3%
	28-32	16.5%
	33-35	6.4%
Occupation	Students	65.3%
	Job holders	18.3%
	Unemployed	5.9%
	Housewife	9.1%
	Others	1.4%

The proportion of male and female responses is 58% and 42%, respectively. The bulk of respondents were young clients, namely in the age range of 23 to 27. Information was additionally gathered from several occupational cohorts of the respondents, 65.3% of who were students, followed by 18.3% were employed.

6.2 Measurement Model:

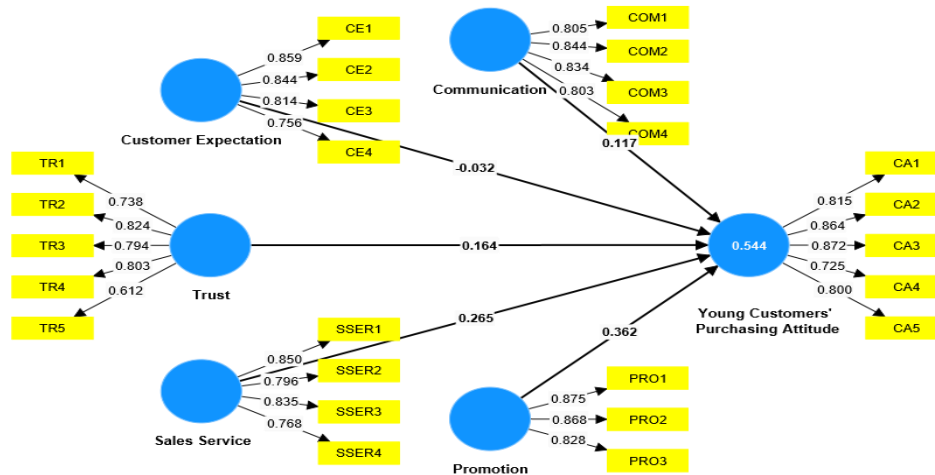


Figure 2: The output of measurement model (Source: PLS-SEM results)

The current study deployed measurement model testing to assess the concept's internal consistency reliability and validity (AVE), as shown in Table 2. Vinzi et al. (2010) found that loading indicators with values greater than or equal to 0.60 are considered appropriate for the study concept. In this experiment, the values ranged from 0.612 to 0.875. In addition, Vinzi et al. (2010) said that conducting statistical analysis on composite reliability (CR) and average variance extracted (AVE) yields a significant outcome. The model exhibits convergent validity as all values fall within the designated threshold. The suggested criterion for two reliability metrics, α and rho A, is 0.700 or above, as Hair et al. (2014) stated. The results indicate that the α and rho_A values exceed the threshold. In addition, the convergent validity test evaluates the Average Variance Extracted (AVE), which should exceed 0.500. The AVE is calculated by taking the average of the squared loadings of the items associated with the construct. AVE values are 0.667, 0.671, 0.676, 0.735, and 0.661 for CA, CE, COM, PRO, SSER, and TR.

Table 2: Summary of descriptive statistics and measurement model

Construct	Factor Loading	Mean	Standard deviation	Cronbach's Alpha	CR	AVE
<i>Young Customers' Attitudes on F-Commerce (CA)</i>				0.874	0.882	0.667
CA1	0.815	4.215	0.658			
CA2	0.864	4.16	0.653			
CA3	0.872	4.233	0.686			
CA4	0.725	4.055	0.744			
CA5	0.800	4.114	0.716			
<i>Customers' Expectations (CE)</i>				0.837	0.847	0.671
CE1	0.859	4.114	0.62			
CE2	0.844	4.137	0.669			
CE3	0.814	4.1	0.714			
CE4	0.756	3.941	0.823			
<i>Communication (COM)</i>				0.840	0.840	0.676
COM1	0.805	3.977	0.773			
COM2	0.844	4.073	0.796			
COM3	0.834	4.114	0.777			
COM4	0.803	4.073	0.802			
<i>Promotion (PRO)</i>				0.821	0.838	0.735
PRO1	0.875	3.858	0.948			
PRO2	0.868	3.95	0.928			
PRO3	0.828	4.05	0.818			
<i>Sales Services (SSER)</i>				0.830	0.844	0.661
SSER1	0.85	4.018	0.844			
SSER2	0.796	4.087	0.792			

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Construct	Factor Loading	Mean	Standard deviation	Cronbach's Alpha	CR	AVE
SSER3	0.835	4.023	0.791			
SSER4	0.768	3.927	0.83			
<i>Trust (TR)</i>				<i>0.811</i>	<i>0.816</i>	<i>0.575</i>
TR1	0.738	4.05	0.845			
TR2	0.824	4.055	0.694			
TR3	0.794	4.018	0.752			
TR4	0.803	4.018	0.728			
TR5	0.612	3.959	0.851			

The HTMT and Fornell-Larker Criteria were utilized to assess the discriminant validity, as shown in Tables 3(a) and 3(b). The HTMT ratio results prove strong discriminant validity for the constructs, as all HTMT values are below 0.850 (Hair et al., 2014). The square root of the AVE was compared to the link of latent variables as part of the discriminant validity test. The AVE exhibits a more substantial correlation value than the other constructs, therefore offering support for the threshold (Hair et al., 2014). Therefore, the constructs CA, CE, COM, PRO, SSER, and TR have high levels of discriminant validity.

Table 3(a): Output of Discriminant Validity (HTMT)

Variables	Heterotrait-monotrait ratio (HTMT)
Customer Expectation <-> Communication	0.584
Promotion <-> Communication	0.76
Promotion <-> Customer Expectation	0.711
Sales Service <-> Communication	0.714
Sales Service <-> Customer Expectation	0.751
Sales Service <-> Promotion	0.707
Trust <-> Communication	0.651
Trust <-> Customer Expectation	0.753
Trust <-> Promotion	0.633
Trust <-> Sales Service	0.7
Young Customers' _Purchasing Attitude <-> Communication	0.672
Young Customers' _Purchasing Attitude <-> Customer Expectation	0.588
Young Customers' _Purchasing Attitude <-> Promotion	0.758
Young Customers' _Purchasing Attitude <-> Sales Service	0.719
Young Customers' _Purchasing Attitude <-> Trust	0.648

Table 3(b): Output of Discriminant Validity (Fornell-Larker Criteria)

	COM	CE	PRO	SSER	TR	CA
COM	0.822					
CE	0.49	0.819				
PRO	0.626	0.595	0.857			
SSER	0.604	0.627	0.588	0.813		
TR	0.542	0.613	0.52	0.575	0.758	
CA	0.577	0.507	0.657	0.623	0.548	0.817

Note: COM: Communication, CE: Customers' Expectation, PRO: Promotion, SSER: Sales Services, TR: Trust, CA: Customers' Attitudes

The cross-loading of the internal item loading is shown in Table 4. The items have a significant level of correlation within the same variable, surpassing 0.70, which suggests a robust internal consistency among the items. In addition, the level of cross-loading between each variable and another factor is limited and below the threshold level.

Table 4: Cross-loading of items

	Communication	Customer Expectation	Promotion	Sales Service	Trust	Young Customers' Purchasing Attitude
CA1	0.458	0.44	0.623	0.506	0.455	0.815
CA2	0.481	0.451	0.574	0.527	0.501	0.864
CA3	0.497	0.398	0.582	0.569	0.431	0.872
CA4	0.418	0.41	0.396	0.43	0.472	0.725
CA5	0.5	0.374	0.479	0.5	0.386	0.800
CE1	0.443	0.859	0.539	0.519	0.514	0.413
CE2	0.47	0.844	0.518	0.561	0.598	0.411
CE3	0.347	0.814	0.462	0.557	0.449	0.478
CE4	0.35	0.756	0.428	0.395	0.454	0.342
COM1	0.805	0.313	0.435	0.49	0.419	0.463
COM2	0.844	0.42	0.565	0.507	0.485	0.476
COM3	0.834	0.441	0.548	0.465	0.472	0.45
COM4	0.803	0.434	0.508	0.519	0.408	0.502
PRO1	0.49	0.564	0.875	0.5	0.445	0.648
PRO2	0.559	0.473	0.868	0.517	0.431	0.534
PRO3	0.577	0.483	0.828	0.5	0.466	0.487
SSER1	0.522	0.479	0.522	0.850	0.459	0.59
SSER2	0.468	0.463	0.468	0.796	0.425	0.471
SSER3	0.556	0.549	0.507	0.835	0.497	0.528

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	Communication	Customer Expectation	Promotion	Sales Service	Trust	Young Customers' Purchasing Attitude
SSER4	0.399	0.567	0.399	0.768	0.5	0.409
TR1	0.3	0.544	0.311	0.386	0.738	0.328
TR2	0.402	0.426	0.362	0.429	0.824	0.423
TR3	0.469	0.405	0.365	0.454	0.794	0.426
TR4	0.401	0.475	0.43	0.501	0.803	0.458
TR5	0.455	0.487	0.478	0.386	0.612	0.417

6.3 Structural Model

Structural model analyses rely on the VIF, R², and path coefficient values. These values are generated from Partial Least Squares (PLS) and are presented in Table 5. VIF values construct relationships between exogenous variables, test for multicollinearity, and determine the lack of significant collinearity. The results suggest that the VIF values are lower than the crucial threshold of 5.00 (Hair et al., 2014). Thus, the proposed structures do not display multicollinearity. The determinant coefficient test, ranging from 0 to 1, evaluates the accuracy of the model's predictive power, which captures the combined impact of exogenous and endogenous variables. The study model's predictive accuracy correlates positively with its value (Hair et al., 2014). In this research, the CA variable is considered endogenous, while the CE, COM, PRO, SSER, and TR variables are exogenous. The R-square value achieved is 0.544, as shown in Figure 3. According to Hair et al. (2014), this value is acceptable for improving the analysis.

Table 5: Collinearity Test (VIF)

Connecting Variables	VIF
COM ->CA	2.002 < 3.000
CE ->CA	2.129 < 3.000
PRO->CA	2.072 < 3.000
SSER ->CA	2.161 < 3.000
TR ->CA	1.901 < 3.000

Note: COM: Communication, CE: Customers' Expectation, PRO: Promotion, SSER: Sales Services, TR: Trust, CA: Young Customers' Attitudes

To determine the connection between the variables under investigation, the path coefficient value is utilized to test hypotheses, as summarized in Table 6. The result revealed that Promotion significantly impacts Young Customers' _Purchasing Attitude on f-commerce ($\beta = 0.362$, $t = 3.402$, $p = 0.001$). Hence, H1 was supported. Then, H2 evaluates that Trust significantly impacts Young Customers' _Purchasing Attitude ($\beta = 0.164$, $t = 2.199$, $p = 0.028$). Thus, H2 is

supported. Next, H3 evaluates that Communication did not significantly impact Young Customers' _Purchasing Attitude ($\beta = 0.117, t = 1.366, p > 0.000$). Therefore, H3 is not supported. H4 investigates that Sales Service significantly impacts Young Customers' _Purchasing Attitude ($\beta = 0.265, t = 2.456, p < 0.000$). H2 is supported. Finally, H5 evaluates that Customer Expectation also did not significantly impact Young Customers' _Purchasing Attitudes ($\beta = -0.032, t = 0.331, p > 0.000$).

Table 6: Summary of Path Model (Source: PLS-SEM results)

Path	Beta	SD	t statistics	p values	Result
H1: PRO-> CA	0.362	0.106	3.402	0.001	Supported
H2: TR -> CA	0.164	0.075	2.199	0.028	Supported
H3: COM -> CA	0.117	0.085	1.366	0.172	Not supported
H4: SSER -> CA	0.265	0.108	2.456	0.014	Supported
H5: CE -> CA	-0.032	0.097	0.331	0.741	Not supported

Note: COM: Communication, CE: Customers' Expectation, PRO: Promotion, SSER: Sales Services, TR: Trust, CA: Young Customers' Attitudes

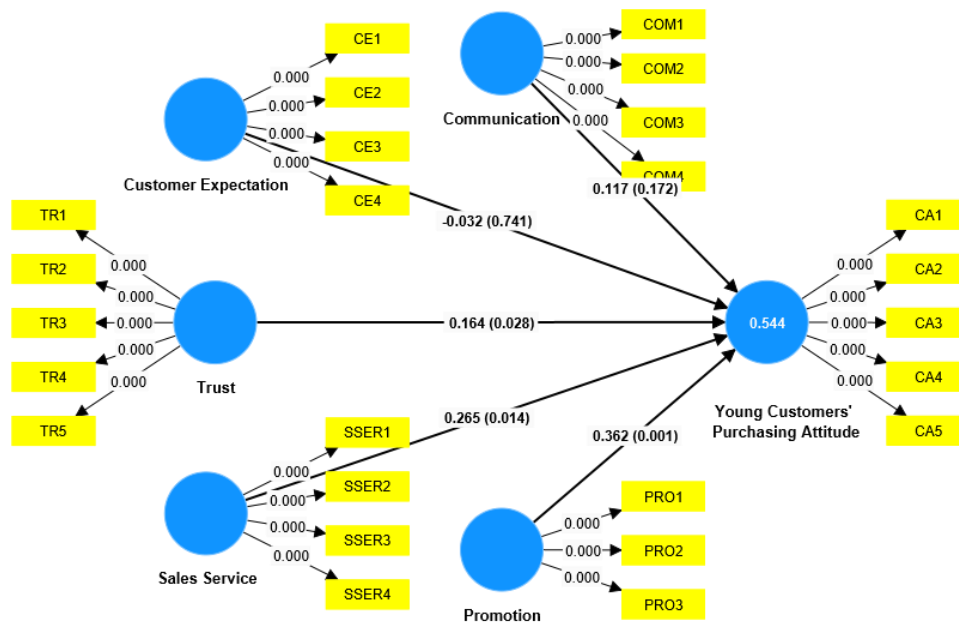


Figure 3: Structural Model

7. Discussions on Findings

Partial Least Squares Structural Equation Modeling (PLS-SEM) was used in the study to explore the factors affecting young customers' perceptions of F-commerce. Convergent validity and Cronbach's alpha were used to assess the measurement model's accuracy. Table 2 presents a thorough examination of the

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latent factors that have a substantial impact on consumer views toward f-commerce. These factors include promotion, sales services, and trust. Discriminant validity analysis in Tables 3(a) and 3(b) proves that promotion, trust, sales services and customer attitudes are related. Examining the route model shows how many factors and client emotions are intricately linked (Table 5). Trust, promotions, and sales services through f-commerce substantially influence young consumers' opinions, indicating the crucial roles these aspects play in influencing customer purchase decisions in the f-commerce market. On the other hand, f-commerce transactions are less affected by customer connections within groups and younger customers' desires. The variance inflation factor (VIF) analysis shows appropriate collinearity, and the obtained R^2 value (0.544), which is within a reasonable range, validates the robustness of the study.

Positive path coefficients are determined between exogenous and endogenous variables except COM to CA and CE to CA. The hypothesis (H_1) is supported by the results, which suggest that promotional activities carried out by f-commerce enterprises directly impact the attitudes of young customers when making purchases on Facebook. The probable reason for this is that f-commerce businesses engage in several promotional activities, such as blogs, Facebook live streaming, and personalized promotional texts, which significantly impact the attitudes of the younger demographic. Furthermore, the H_2 hypothesis is not rejected, suggesting that trust significantly influences the attitudes of young customers towards f-commerce. Fraud poses a prevalent risk to all Internet businesses (Reddy et al., 2024). Hence, young customers purchase products from trustworthy Facebook platforms that necessitate trust between f-commerce entrepreneurs and clients, as Bylok (2022) demonstrated. Furthermore, the rejection of H_3 suggests that communication is not significant for young customers when purchasing through Facebook sites. A possible explanation is that young consumers tend to buy inexpensive things from f-commerce sites, which reduces the need for extensive communication with their peers.

Moreover, the inclusion of H_4 signifies that sales services substantially influence young customers' purchasing behavior when they buy from Facebook. Hypothesis H_4 suggests that young purchasers are particularly concerned about sales activities such as warranty, guarantee, cash on delivery, and after-sales services, significantly influencing their decisions regarding f-commerce. Finally, the null hypothesis H_5 is rejected, suggesting that customers' expectations do not substantially impact young purchasers' decision to purchase from Facebook. Inexperienced demographics often fail to meet their expectations due to the influence of emerging trends and fashion, which are the likely factors supporting this assertion.

8. Conclusion and Future Directions

The expansion of f-commerce in South Asian firms is fueled by customer involvement on Facebook. Several crucial aspects contribute to this expansion, including promotional initiatives, trust, and sales services. Establishing trust

between f-commerce businesses and younger client segments is vital, as trust directly influences their purchasing intentions. In addition, promotional strategies such as Facebook live streaming, direct marketing through SMS marketing, blogs, and other methods also influence the purchasing intentions of younger demographics. Lastly, sales services, particularly the sharing of product prototypes, photographs, and discussions between customers and sellers, also influence the intentions of young purchasers toward f-commerce. Further investigation should focus on other emerging countries and analyze the relationship between demographic factors and the probability of participating in f-commerce. Furthermore, the forthcoming research should address additional macro-environmental characteristics and their mediating influence on the buying intentions of the younger demographic.

9. Implication of the Research

Collaboration among corporate organizations, technology suppliers, and other stakeholders is essential for enhancing the capabilities of f-commerce. This collaboration aims to improve customer satisfaction, sales services, trust, and cyber security. This study aims to enhance the f-commerce business by promoting confidence among customers and sellers. The research's findings will provide valuable insights for policymakers, business professionals, and industry experts regarding the factors influencing young consumers purchasing decisions on Facebook.

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