Modelling the Predictors of Social Media Marketing on Consumer Buying Behavior in Malaysia

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Abstract: Despite the rapid increase in internet and mobile users in Malaysia, the growth of online purchases through social media platforms has not kept pace with this broader digital trend. This study investigates the key predictors that influence consumer buying behavior through social media marketing, with a specific focus on the roles of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) of these platforms. Employing a quantitative cross-sectional research design, data were collected from 115 respondents in Malaysia who have experience making online purchases via mobile applications. The study also examines variations in consumer experiences based on demographic factors, including age, gender, education level, and geographic region. The findings indicate that both PEOU and PU are significant predictors that shape consumer buying behavior on social media platforms. This research provides valuable insights for marketers seeking to enhance the effectiveness of their social media marketing strategies. By better understanding the factors driving consumer behavior in the Malaysian market, businesses can design more targeted and personalized campaigns for specific consumer segments, ultimately improving their competitive advantage in this digital landscape.

Keywords: *Perceived Ease of Use, Perceived Usefulness, Social Media Marketing, Consumer Buying Behavior, Digital Accessibility, Technology Acceptance Model (TAM)*

1. Introduction and Background

The rapid digitalization of the global marketplace has significantly transformed consumer behavior, particularly in how individuals engage with products and services online (Choi & Song, 2024). In Malaysia, this digital revolution is marked by a substantial increase in internet and mobile usage, presenting businesses with unprecedented opportunities to leverage social media platforms for marketing (Nawi & Sulaiman, 2021). However, despite these advancements, the expected growth in online purchases through social media platforms has not materialized, suggesting the presence of barriers to consumer adoption (Schultz & Block, 2023). These barriers may include concerns over data privacy, difficulties navigating e-commerce platforms, a preference for traditional in-person shopping experiences, or a lack of trust in the security and reliability of online transactions.

To address these challenges, this study seeks to understand the key factors influencing consumer buying behavior on social media platforms in Malaysia. Specifically, it applies Davis's Technology Acceptance Model (TAM) to explore the roles of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) in shaping consumer decisions on these platforms (Davis, 1993). According to TAM, these constructs are critical determinants of an individual's acceptance and adoption of new technologies (Balakrishnan & Shuib, 2021). By extending TAM to the context of social media marketing in Malaysia, this study aims to provide valuable insights into how these factors influence consumer responses to marketing campaigns.

The objectives of this research are twofold: first, to identify the key factors that predict the effectiveness of social media marketing in influencing consumer buying behavior in Malaysia, and second, to develop a conceptual model that explains the relationships between these predictive factors and their impact on consumer purchasing decisions within the Malaysian social media environment. This research contributes to the existing literature by offering actionable insights for marketers seeking to optimize their social media

strategies. Furthermore, it equips businesses to navigate the evolving digital landscape, enabling them to develop more effective and engaging social media campaigns that resonate with Malaysian consumers.

Research Objectives
- To identify the key factors that predict the effectiveness of social media marketing in influencing consumer buying behavior in Malaysia.
- To develop a conceptual model that explains the relationships between these predictive factors and their impact on consumer purchasing decisions within the Malaysian social media environment.

2. Literature Review

The unprecedented digitalization of global markets has profoundly transformed consumer behavior, particularly in how individuals engage with products and services through online channels (Lim et al., 2022). In the Malaysian context, this digital revolution is exemplified by the substantial rise in internet and mobile usage (Pragash et al., 2021), which has presented businesses with unprecedented opportunities to leverage social media platforms for marketing purposes. Nevertheless, comprehending the key factors that motivate consumer engagement with these platforms remains vital for organizations seeking to capitalize on these burgeoning digital avenues.

The Technology Acceptance Model, developed by Davis, offers a well-established theoretical foundation for examining the factors that influence technology adoption. This model postulates that perceived usefulness and perceived ease of use are the primary determinants of an individual's acceptance and adoption of new technologies. TAM has been extensively applied across diverse technological contexts, including social media marketing, rendering it a suitable framework for the present study (Rauniar et al., 2014). The TAM model has been extensively validated and recognized as a robust predictor of technology usage (Garcia et al., 2023), making it a valuable tool for understanding consumer behavior in the social media domain.

Consumer Buying Behavior
Consumer buying behavior refers to the complex decision-making processes and actions undertaken by individuals or groups when purchasing goods or services (Harizi et al., 2022). In the context of social media marketing, consumer buying behavior is influenced by a multitude of factors, including psychological (e.g., attitudes, motivations, perceptions), environmental (e.g., social influence, cultural norms), and technological (e.g., platform features, user experience) aspects (Benson et al., 2019). Understanding the nuances of consumer buying behavior is vital for businesses seeking to design effective marketing strategies that resonate with their target audience and drive meaningful engagement and conversions on social media platforms.

Consumer Buying Behavior in the Digital Age
The advent of digital platforms, particularly social media, has significantly transformed traditional consumer behavior (Verhoef et al., 2021). Consumers now have unprecedented access to a wealth of information, including user reviews and social interactions, all of which collectively influence their purchasing decisions. The rise of digital influencers, user-generated content, and personalized marketing campaigns on social media platforms has become increasingly influential in shaping consumer buying behavior in the modern digital landscape (Jansom & Pongsakornrungsilp, 2021; Leparoux et al., 2019).

The convenience and immediacy offered by social media platforms have enhanced consumer engagement, making the purchasing process more streamlined and immediate (Harizi et al., 2022). Consumers can easily access product information, read real-time reviews, and complete transactions seamlessly, which draws them to the efficiency and accessibility of social media-enabled shopping experiences. These factors have collectively played a key role in driving consumer buying behavior on social media platforms.

Importance of Understanding Consumer Buying Behavior in Malaysia
Malaysia, with its rapidly growing digital economy, presents a unique and compelling market for studying consumer buying behavior in the context of social media. The country has experienced a significant surge in online purchases, driven by the increased adoption of e-commerce and the widespread use of mobile devices among consumers (Anisha et al., 2022). The rising popularity of social media platforms, such as Facebook,

Instagram, and WhatsApp, has further facilitated the growth of online shopping in Malaysia, as consumers leverage these platforms to discover, research, and purchase products and services (Hng et al., 2020).

This dynamic digital landscape offers businesses valuable opportunities to understand and capitalize on the evolving purchasing behaviors of Malaysian consumers through effective social media marketing strategies, driven by the increasing penetration of internet access and widespread adoption of mobile devices. However, the specific factors that influence consumer decision-making in this dynamic digital space require further in-depth exploration. Understanding these nuanced drivers of consumer behavior is crucial for businesses seeking to tailor their marketing strategies effectively, ensuring their approaches resonate with the preferences and behaviors of the Malaysian consumer base (Aris et al., 2021). By gaining a deeper understanding of the factors shaping consumer buying decisions within the Malaysian social media landscape, organizations can develop more targeted and impactful marketing campaigns that capitalize on the burgeoning opportunities presented by the country's rapidly evolving digital landscape.

Perceived Ease of Use (PEOU)
Perceived Ease of Use refers to the degree to which a user believes that using a particular system or technology will be free of effort (Al-Adwan et al., 2023). In the context of social media platforms, ease of use is a critical determinant of user satisfaction and engagement. If users find a platform easy to navigate, with intuitive interfaces and accessible features, they are more likely to engage with it and, consequently, participate in online purchases (Mensah et al., 2020). This is because users value the convenience and efficiency of a platform that is straightforward to use, allowing them to focus on the content and features that are important to them without being hindered by complex or unintuitive design. When a social media platform is perceived as easy to use, it can foster a positive user experience, leading to increased user loyalty, repeated interactions, and ultimately, enhanced purchasing behavior (Santini et al., 2020).

Elements contributing to perceived ease of use in the context of social media platforms include intuitive interface design, clear and concise display of information, seamless navigation between features and functions, and the availability of user support resources(Williams, 2021). Research has consistently shown that perceived ease of use significantly impacts the adoption and continued usage of technology (Jalil, 2022, Malik et al., 2021, Gebert-Persson et al., 2019). For instance, social media applications that are perceived as easy to navigate, with straightforward and user-friendly interfaces, are more likely to foster positive user experiences, leading to increased adoption rates, higher user satisfaction, and more frequent engagement. In the realm of social media marketing, the perceived ease of use of the platform can enhance consumer trust, encourage repeat interactions, and ultimately influence their purchasing behavior, as users are drawn to the convenience and efficiency of a well-designed social media experience (Setyawati & Anindita, 2022).

Perceived Usefulness (PU)
Perceived Usefulness is defined as the degree to which a user believes that using a particular system or technology will enhance their performance, productivity, or overall experience(Khafit et al., 2021). In the context of social media marketing, perceived usefulness is closely linked to the tangible and intangible benefits that consumers perceive from engaging with a platform (Dang, 2018). This can include finding better deals, saving time, discovering new products, accessing personalized recommendations, or simply enjoying a more seamless and enriching shopping experience. When consumers recognize the usefulness of a social media platform in meeting their needs and goals, they are more likely to engage with the platform and incorporate it into their purchasing decisions (Yang et al., 2020).

The usefulness of a social media platform can be determined by how well it meets a variety of consumer needs, such as providing relevant product information, offering personalized recommendations based on user preferences and past behaviors, and facilitating seamless transactions that enable effortless purchasing (Ismail et al., 2017). Studies have consistently demonstrated that perceived usefulness is a strong predictor of technology adoption and continued usage (Dang, 2018). Consumers are more likely to use and engage with social media platforms that they perceive as highly beneficial in meeting their diverse needs and goals, which in turn directly impacts their buying behavior and purchase decisions. The perceived usefulness of a platform's features and capabilities plays a crucial role in shaping consumer engagement and ultimately influencing their purchasing habits within the social media landscape.

Application of the Technology Acceptance Model (TAM) in Social Media Marketing
The Technology Acceptance Model (TAM), originally developed by Davis (1989), is a widely recognized framework for understanding how users come to accept and use a technology. TAM suggests that two key factors—Perceived Ease of Use (PEOU) and Perceived Usefulness (PU)—determine an individual's intention to use a technology, which in turn predicts actual usage behavior. This model has been extensively validated across various technological contexts, making it a robust predictor of technology adoption (Rauniar et al., 2014; Garcia et al., 2023).

Relevance of TAM to Social Media Marketing
In the realm of social media marketing, TAM provides a valuable lens through which to examine consumer engagement and buying behavior. Social media platforms, being a relatively new and rapidly evolving technology, fit well within the TAM framework as they require users to navigate and interact with technology in ways that can significantly influence their purchasing decisions. The constructs of PEOU and PU are particularly relevant in this context because they directly affect how users perceive the value and functionality of these platforms in facilitating their shopping experiences.

By applying TAM to social media marketing, researchers can gain insights into the factors that drive consumer behavior on these platforms. Specifically, understanding how ease of use and perceived usefulness influence consumer intentions and actions can help marketers design more effective campaigns that enhance user satisfaction and encourage purchasing behavior.

Perceived Ease of Use (PEOU)
Perceived Ease of Use (PEOU) refers to the degree to which a user believes that using a particular system or technology will be free of effort (Davis, 1989). In the context of social media platforms, ease of use is a critical determinant of user satisfaction and engagement. If users find a platform easy to navigate, with intuitive interfaces and accessible features, they are more likely to engage with it and, consequently, participate in online purchases. Elements contributing to perceived ease of use include interface design, clarity of information, and the availability of user support (Williams, 2021).

Research has consistently shown that perceived ease of use significantly impacts technology adoption and continued usage. For instance, social media applications that are perceived as easy to navigate, with straightforward and user-friendly interfaces, are more likely to foster positive user experiences, leading to increased adoption rates and higher user satisfaction (Jalil, 2022; Malik et al., 2021; Gebert-Persson et al., 2019).

Perceived Usefulness (PU)
Perceived Usefulness (PU) is defined as the degree to which a user believes that using a particular system or technology will enhance their performance or overall experience (Davis, 1989). In the context of social media marketing, perceived usefulness is closely linked to the benefits that consumers perceive from engaging with a platform, such as finding better deals, saving time, or accessing personalized recommendations (Dang, 2018). Studies have consistently demonstrated that perceived usefulness is a strong predictor of technology adoption and continued usage. Consumers are more likely to use and engage with social media platforms that they perceive as highly beneficial in meeting their diverse needs and goals, which in turn directly impacts their buying behavior and purchase decisions (Yang et al., 2020; Ismail et al., 2017).
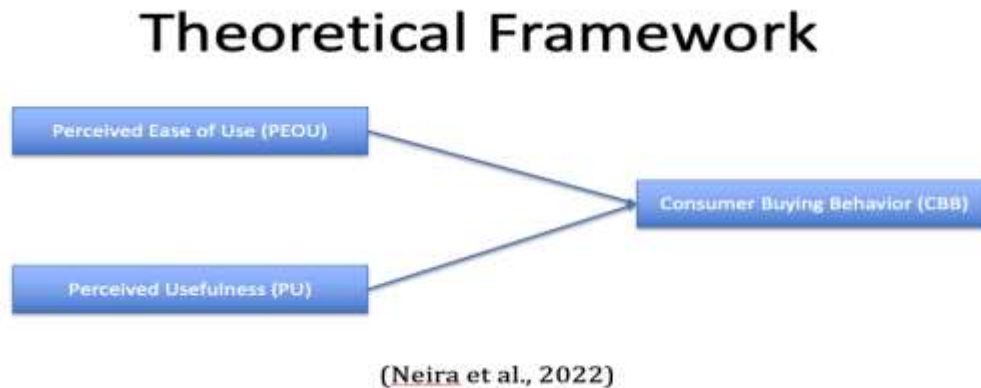
Hypotheses Development
Based on the literature review, the following hypotheses are proposed:
H1: Perceived Ease of Use positively affects consumer buying behavior on social media platforms.
H2: Perceived Usefulness positively affects consumer buying behavior on social media platforms.

Figure 1: Theoretical Framework

(Neira et al., 2022)

Summary of Key Points

The literature review has underscored the critical significance of Perceived Ease of Use and Perceived Usefulness as key determinants of consumer purchasing behavior on social media platforms. The application of the well-established Technology Acceptance Model provides a robust and well-validated framework for comprehending these key relationships and for accurately forecasting consumer engagement and purchasing behavior within the dynamic social media marketing landscape. The core constructs of TAM, perceived ease of use and perceived usefulness have demonstrated strong empirical support in explaining and predicting user adoption and continued usage of various digital technologies, including social media platforms. By applying this reliable theoretical model, researchers and marketers can gain valuable insights into the key drivers that shape consumer perceptions and ultimately influence their buying decisions in the social media environment.

Justification for Focus on TAM

Focusing solely on the Technology Acceptance Model is justified by its strong empirical support and demonstrated relevance in the context of digital marketing. TAM's clear and well-established constructs, such as Perceived Ease of Use and Perceived Usefulness, provide a straightforward yet powerful framework for studying the key factors that influence consumer behavior and purchasing decisions in the dynamic digital age. This well-validated model offers a comprehensive and reliable lens through which to examine the drivers of user adoption and engagement with various digital technologies, including social media platforms. By applying the TAM framework, researchers and marketers can gain valuable, evidence-based insights into the perceptions and preferences that shape consumer behavior within the evolving social media landscape.

Transition to the Research Methodology

The Literature Review laid the groundwork for the upcoming Research Methodology section, where the proposed conceptual model and hypotheses were empirically tested. The emphasis on TAM shaped the research design, data collection, and analysis, ensuring a cohesive and focused study that provided valuable insights into the field of social media marketing.

3. Methodology

Research Design

This study adopted a quantitative cross-sectional research design to investigate the relationship between Perceived Ease of Use (PEOU), Perceived Usefulness (PU) of social media platforms, and consumer buying behavior in Malaysia. The cross-sectional approach was selected to capture data at a specific point in time, enabling the analysis of relationships between these variables within the context of social media marketing.

Sampling Method

A convenience sampling technique was employed, targeting business students from public and private higher learning institutions in Malaysia. This demographic was chosen due to their high level of familiarity with social media platforms and frequent engagement in online purchasing behaviors. Business students were

considered particularly suitable for this study as they are often early adopters of digital technologies and social media tools, which makes them an ideal group for examining the factors that influence consumer buying behavior in the digital landscape. Additionally, their academic background in business likely provides them with a deeper understanding of marketing concepts, further enhancing the relevance of their responses to the study's focus.

Data Collection
Data were collected using an online questionnaire distributed via the Google Forms platform. The survey resulted in 115 valid responses. The questionnaire items were adapted from established studies to ensure relevance and reliability in measuring the constructs of interest(Neira et al., 2022). Each item was measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," to capture the respondents' perceptions of ease of use, usefulness, and their buying behavior on social media platforms.

Data Analysis
The collected data were analyzed using SPSS software. The analysis process included several key steps:
Descriptive Analysis: Descriptive statistics were used to summarize the demographic characteristics of the respondents and the central tendencies of the main variables (PEOU, PU, and consumer buying behavior).
Reliability Tests: The reliability of the scales was assessed using Cronbach's Alpha to ensure internal consistency. A Cronbach's Alpha value of 0.7 or higher was considered acceptable for the constructs.
Correlation Analysis: Pearson's correlation analysis was conducted to examine the relationships between PEOU, PU, and consumer buying behavior. This step provided insights into the strength and direction of these relationships.
Regression Analysis: Multiple regression analysis was performed to test the hypotheses and determine the predictive power of PEOU and PU on consumer buying behavior. The regression model assessed the extent to which PEOU and PU influenced buying behavior while controlling for demographic variables.

Ethical Considerations
Ethical approval for the study was obtained from the relevant institutional review board. All participants were informed of the purpose of the study and were assured of the confidentiality and anonymity of their responses. Participation was voluntary, and respondents were given the option to withdraw from the study at any time without penalty. Informed consent was obtained from all participants before the commencement of the survey.

4. Results and Analysis

Demographic Analysis
The demographic analysis revealed that the majority of respondents were female (73.90%) and primarily fell within the 18-24 age range (90.40%). Most respondents were pursuing a Bachelor's degree (76.50%), with a substantial portion studying Business Administration (40.90%) or Marketing (28.70%). The majority were enrolled in public institutions (88.70%) in Malaysia (93.00%). This demographic profile indicates a young, predominantly female student body with a strong preference for practical, visual, and theoretical learning approaches.

Reliability Analysis
The reliability analysis indicated strong internal consistency across all measured items. Specifically, the scales for Perceived Ease of Use (PEOU) ($\alpha = 0.877$), Perceived Usefulness (PU) ($\alpha = 0.836$), and Consumer Buying Behavior ($\alpha = 0.816$) all demonstrated good reliability. These high Cronbach's Alpha values suggest that the survey items consistently measured their respective constructs, providing confidence in the reliability of the data collected.

Hypothesis Testing
Hypothesis 1 (H1): Perceived Ease of Use positively affects consumer buying behavior on social media platforms.

Finding: The correlation analysis revealed a significant positive relationship between Ease of Use (EU) and Consumer Buying Behavior (CBB) ($r = 0.626$, $p < 0.001$). This finding supports Hypothesis 1, indicating that as

consumers perceive social media platforms to be easier to use, their likelihood of engaging in buying behavior on these platforms increases.

Hypothesis 2 (H2): Perceived Usefulness positively affects consumer buying behavior on social media platforms.

Finding: Similarly, the regression analysis demonstrated that Perceived Usefulness (PU) significantly predicts Consumer Buying Behavior (CBB) ($p < 0.001$). This result supports Hypothesis 2, confirming that the perceived benefits of using a social media platform enhance consumers' propensity to make purchases through that platform.

ANOVA Analysis
The ANOVA results indicated a significant effect of the predictors on consumer satisfaction, with the regression model showing $F(4, 110) = 52.202$, $p < 0.001$. The predictors (Perceived Ease of Use and Perceived Usefulness) explained a substantial portion of the variance in Consumer Behavior. This finding reinforces the importance of both perceived ease of use and accessibility in shaping consumer satisfaction and buying behavior on social media platforms.

Correlation Analysis
The correlation analysis revealed significant positive relationships between all the studied variables. Perceived Ease of Use (PEOU) strongly correlated with Perceived Usefulness (PU) ($r = 0.603$, $p < 0.001$) and Consumer Buying Behavior (CBB) ($r = 0.626$, $p < 0.001$). Similarly, Perceived Usefulness (PU) was positively correlated with CBB ($r = 0.621$, $p < 0.001$). These significant correlations indicate that higher ease of use, greater accessibility, and increased extent of social media usage are all associated with higher satisfaction in consumer buying behavior.

Linking Findings to Hypotheses
Each of the findings presented in the results section has been directly linked back to the hypotheses tested in this study. The strong positive relationships observed between PEOU, PU, and consumer buying behavior provide empirical support for the study's hypotheses, confirming the central role of these factors in influencing consumer engagement on social media platforms.

Table 1: Reliability Analysis

Variables	No of Items	Cronbach Alpha	Strength of Association
Perceived Ease of Use (PEOU)	5	0.877	Good
Perceived Usefulness (PU)	5	0.836	Good
Consumer Buying Behaviour, CBB	5	0.816	Good

The reliability analysis of the variables indicates strong internal consistency across all measured items. Specifically, Perceived Ease of Use (PEOU) (5 items, Cronbach's Alpha = 0.877), Perceived Usefulness (PU) (5 items, Cronbach's Alpha = 0.836), and Consumer Buying Behaviour (5 items, Cronbach's Alpha = 0.816) all demonstrate good reliability. These high Cronbach's Alpha values suggest that the survey items consistently measure their respective constructs, providing confidence in the reliability of the data collected.

Table 2: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.355	4	6.339	52.202	<.001b
	Residual	13.357	110	0.121		
	Total	38.712	114			

a Dependent Variable: Satisfaction

b Predictors: (Constant), PEOU, PU, CBB

The ANOVA analysis indicates that the regression model significantly predicts satisfaction ($F(4, 110) = 52.202$, $p < 0.001$), with the predictors (Perceived Ease of Use and Perceived Usefulness) explaining a substantial portion of the variance in Consumer behavior (Regression Sum of Squares = 25.355, Residual Sum of Squares = 13.357, Total Sum of Squares = 38.712). The high F-value and low p-value suggest that the combined effect of these predictors on satisfaction is statistically significant, demonstrating that these factors collectively contribute to consumer satisfaction in using social media platforms as marketing activities tools.

Table 3: Correlations

	EU	Ao	CBB
Perceived Ease of Use (PEOU)	1		
Perceived Usefulness (PU)	.603**		
	p<.001		
Consumer Buying Behaviour	.626**	.621**	1
	p<.001	p<.001	

** Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis shows significant positive relationships between all the studied variables. Perceived Ease of Use (PEOU) has a strong correlation with Perceived Usefulness (PU) ($r = .603$, $p < .001$). Ao is also positively correlated with CBB ($r = .586$, $p < .001$). Importantly, CBB is significantly correlated with PEOU ($r = .626$, $p < .001$) and PU ($r = .621$, $p < .001$). These significant correlations at the 0.01 level indicate that higher ease of use, greater accessibility, and increased extent of social media usage are all associated with higher satisfaction in consumer buying behavior. Perceived Usefulness (PU) correlates positively with the responses of Satisfaction of consumer buying behavior is strongly correlated with all measured factors: PEOU ($r = .626$) and PU ($r = .621$). These findings underscore that enhancing the ease of use optimizing the facilitating easier access to support and promoting greater app usage collectively contribute to higher satisfaction in using social media platforms. In summary, these insights highlight actionable strategies for improving user experience and educational outcomes in digital marketing education and practice, emphasizing the interconnectedness of user ease of use, usefulness, and overall satisfaction.

5. Conclusion

This study provides critical insights into the factors driving consumer buying behavior on social media platforms in Malaysia, emphasizing the roles of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) as central determinants. By applying the Technology Acceptance Model (TAM), this research confirms that both ease of use and perceived usefulness significantly influence consumer engagement and purchasing decisions on social media. These findings have profound implications for marketers and businesses aiming to leverage social media platforms more effectively.

Implications for Practice
The practical implications of this study are far-reaching. For marketers, the findings underscore the importance of designing social media platforms that are not only user-friendly but also perceived as highly beneficial by consumers. To maximize engagement and conversion rates, businesses should focus on enhancing the intuitive design of their platforms, ensuring seamless navigation, and providing clear, accessible information. Moreover, marketers should emphasize the tangible benefits of their platforms, such as time-saving features, personalized recommendations, and exclusive deals, to enhance perceived usefulness. By doing so, they can create more compelling and persuasive marketing campaigns that resonate with their target audiences, ultimately driving higher consumer engagement and sales.

Furthermore, the strong correlation between accessibility and consumer behavior highlights the need for businesses to ensure that their platforms are easily accessible across various devices and user environments. This means optimizing for mobile usage, providing robust customer support, and ensuring that the platform is

accessible to users with varying levels of digital literacy. These strategies will not only enhance user satisfaction but also build long-term customer loyalty.

Summary of Contributions
This study makes significant contributions to both theory and practice. Theoretically, it extends the application of the Technology Acceptance Model (TAM) to the context of social media marketing in Malaysia, offering empirical evidence that reinforces the model's relevance in this domain. By confirming the roles of PEOU and PU as key predictors of consumer behavior, the research enriches the existing body of knowledge on technology adoption and consumer psychology, providing a solid foundation for future studies in this area.

Practically, the research offers actionable insights for marketers seeking to optimize their social media strategies. The findings provide a clear roadmap for enhancing user engagement and conversion on social media platforms, highlighting the critical elements that influence consumer behavior. This knowledge empowers businesses to design more effective and personalized marketing campaigns, tailored to the specific needs and preferences of Malaysian consumers.

Directions for Future Research
While this study provides valuable insights, it also opens avenues for future research. Future studies could explore additional factors that may influence consumer behavior on social media platforms, such as cultural influences, trust in online transactions, and the impact of emerging technologies like AI-driven recommendations. Additionally, expanding the scope to include cross-cultural comparisons could provide a deeper understanding of how different consumer segments interact with social media platforms. By exploring these areas, researchers can continue to build on the foundations laid by this study, further enhancing the effectiveness of social media marketing strategies in diverse contexts.

Final Thoughts
In conclusion, this study not only reaffirms the critical importance of Perceived Ease of Use and Perceived Usefulness in shaping consumer behavior but also provides practical guidelines for businesses aiming to thrive in the competitive digital landscape. By leveraging the insights gained from this research, marketers can create more engaging, user-friendly, and beneficial social media platforms that drive consumer satisfaction and business success.

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