

The Impact of Socialization Process and Individual Personality of Female SNS Users on Purchase Intention among University Students in Malaysia

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Among the famous past times of the current generation are to shop and spend hours browsing online while dreaming of things to buy. Aggravated by the lockdowns imposed caused by the Covid-19 pandemic, university students found themselves spending time online in front of the screen more than ever. As the consequence of increased time spent online, interested parties like businesses would reap tremendous benefit in knowing whether such occurrences would translate into increased purchases. This research paper plans to investigate the female social networking services (SNS) users' purchase intentions from the socialization process and personality traits angles. The authors plan to adapt Theory of Reasoned Actions as the underpinning theory and test a model of purchase intention in SNS. This research method employs quantitative design that will be used with snowball sampling of only female SNS users' respondents via online data collection passed along acquaintances, families, and friends. The findings of this study hope to extend the body of knowledge in the areas of purchase intentions in SNS, specifically among female university students, and verify if socialization and personality traits do impact purchase intention of female SNS users. Finally, future research should examine from male perspective to further interrogate the research model.

Keywords: *Personality Traits, Purchase Intention, SNS, Socialization Process*