

The Relationship between Consumer Perception and Cross-Border E-Commerce Purchase Intention among Gen Z in Penang

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Abstract

Cross-Border E-Commerce (CBEC) has become more popular due to wider product choices and competitive prices. CBEC allows businesses to offer their products to global market, this will help consumers to access a wider range of products that may not be available in local markets. However Malaysian consumers still regarding low acceptance in CBEC. This is because CBEC facing high logistics costs, long delivery time, payment issues, and low trust. To examine the purchase intention in CBEC, the objective of this study is to identify the level of consumer perception (perceived usefulness, perceived ease of use, commitment and trust) among Gen Z in Penang, to identify the level of cross-border e-commerce purchase intention among Gen Z in Penang and to examine the relationship between consumer perception (perceived usefulness, perceived ease of use, commitment and trust) and cross-border e-commerce purchase intention among Gen Z in Penang. A conceptual framework was underlining theory Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT) and formed the findings of empirical studies. This study population consists of 458,500 Gen Z in Penang. Based on the population, the sample needed in this study is 384 respondents of Gen Z using snowball sampling. A quantitative research design is use and the data are collected via online questionnaires distribute to Gen Z in Penang. The response rate for this study is 62.5% which is 240 valid respondents. Data are analyse using SPSS, including pilot test, descriptive statistics, reliability analysis, normality test and correlation analysis. The results indicate that perceived usefulness, perceived ease of use, commitment and trust show positive and significant relationship with CBEC purchase intention. The findings offer insights for CBEC sellers, platform developers, and researchers to better understand how consumer perception influences purchase intention and to improve user experience on CBEC platforms.

1. Introduction

Cross-Border E-Commerce (CBEC) refers to an online platform that allows buying and selling products or services to different countries consumer and sellers (Mou *et al.*, 2019). Due to the rapid development of the internet services, it had successfully made CBEC become more popular (Chuang & Chuang, 2023). The reason why internet services can help CBEC become more popular is because internet has made world more connected, nowadays consumer can shop products anywhere without worrying about borders (Wu & Wang, 2024). The way to access CBEC is through either an online platform or applications.

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Consumer perceptions refer to the process that how consumers feel, beliefs, impressions and opinions about a brand, products or services that they use based on their experiences, interactions and information that they receive (Aggarwal, 2024). According to Kumar and Kumar (2025), consumer perceptions in CBEC refers to various elements that include website usability, trustworthiness, pricing strategies, personalization, product variety and after-sales services that consumer experiences by using CBEC platform. Consumer perceptions are important because if consumers experience is bad while using CBEC platform, they not going to buy the product from it and might not use again (Van, 2024). Understanding consumer perceptions is crucial for seller in CBEC to gain more sales. According to Clark (2025), Gen Z spends a lot of time on social media and 74% of Gen Z prefer shopping on their phones. So, by understanding Gen Z perception towards CBEC can help seller understand what elements are important to improve the use of CBEC platform (Lim *et al.*, 2024).

In Malaysia, government had played a key role in pushing CBEC activities. According to Sankhya (2025), Malaysia's government provide initiatives like National E-commerce Strategic Roadmap to encourage local seller to set up businesses in international markets. Besides, Malaysia also makes up to 50% cross-border transactions. Here introduce the paper, and put a nomenclature if necessary, in a box with the same font size as the rest of the paper. The paragraphs continue from here and are only separated by headings, subheadings, images and formulae. The section headings are arranged by numbers, bold and 10.0 pt. Here follows further instructions for authors.

The issue related to CBEC is low level acceptance purchase intention of CBEC. Even though CBEC is rapidly growing and can provide various of product for consumers to shop through online. But still, there are several issues that CBEC facing in Malaysia. According to Ismail and Masud, (2020), there are 75% of Malaysian online shoppers prefer purchase in domestic e-commerce platform such as Shopee and Lazada. Besides, 20.3% of Malaysian online shoppers prefer to buy from domestic platform and CBEC platform. Only 4.7% of Malaysian online shoppers prefer to buy from CBEC platform such as Taobao, Tmall and so on.

Second the issue related to CBEC is the payment process. According to Digital News Asia (2025), payment method in CBEC platforms still have common problem such as payment gateway integration and technology issues. Hence, this will directly affect the trust of consumer to purchase the product in the CBEC platform. Moreover, the third issue is related to high logistics costs. According to Ismail and Masud, (2020), Malaysia is facing logistics costs issues and complex customs regulations that make CBEC transaction more expensive and challenging to manage. This will make consumer have less purchase intention if the shipping costs are too high compared to domestic platform.

Furthermore, CBEC faces a long delivery time. According to Siddharta (2022), there is 64% of Malaysian online shoppers unwilling to purchase in CBEC platform due to long delivery time and 36% of Malaysian online shoppers do not purchase in CBEC is due to high cost of shipping fee. This will decrease the purchase intention for consumer to purchase if CBEC can't shorten the delivery time. The fifth issue is related to the limitation theory use in the study of purchase intention. Most of the past studies focus on one theory which is theory of Technology Acceptance Model (TAM) or Commitment-Trust theory to study the purchase intention (Xu *et al.*, 2024). However, there is limited study that integrated theory TAM and Commitment-Trust theory. To fill this gap, this study will focus on integrating theory TAM and Commitment-Trust to investigate consumer perception in CBEC purchase intention. Sixth issue is related to the limitation on the context of the study. Most of the past studies focus on country such as Taiwan (Liu *et al.*, 2025), Thailand (Zhang and Suteeca, 2024) and Belt and Road Initiative (BRI) associated countries (Jian *et al.* 2023). However, there is limited study focus on research relationship between consumer perception and cross-border e-commerce purchase intention in Malaysia. To fill out this gap, this study will focus on as the context of the study.

The last issue is related to the limitation of research focus on CBEC platform. Most of the past studies focus on domestic platform such as Shopee platform (Ching *et al.*, 2021) and Lazada platform (Loh, 2021). However, there is limited research that local study focus on cross-border e-commerce. To fill up this gap, this study will focus on cross-border e-commerce rather than domestic e-commerce in Malaysia. Therefore, this study is conducted to understand the relationship between consumer perception and cross-border e-commerce purchase intention in Penang.

Hence, based on various issues and limitations that were discussed earlier, there is a need to study the factors that influence CBEC. To achieve the research objectives the level of consumer (perceived usefulness, perceived ease of use, commitment and trust) among Gen Z in Penang are determined. Furthermore, the level of cross-border e-commerce purchase intention among Gen Z in Penang also determined. Consequently, the relationship between consumer perception (perceived usefulness, perceived ease of use, commitment and trust) and cross-border e-commerce purchase intention among Gen Z in Penang is identified.

2. Literature Review

2.1 Overview of Purchase Intention

According to Wang *et al.* (2022), purchase intention is about consumer stimulated by external factors that include individual attitudes, psychology and emotions that will affect the possibility of the purchase behavior. Purchase intention is an important psychological action in the buying process for a consumer that makes comparisons to compare certain products and makes a final decision to choose the best products. Understanding the psychology behind purchase intention is a crucial process for businesses to identify which elements are more attractive to consumers. Referring to Aulia and Oktariani (2024), consumers usually will do research about product details before making a purchase.

2.1.1 Definition of Cross-Border E-Commerce Purchase Intention

Cross-border e-commerce purchase intention can be defined as the possibility of a consumer willing to purchase a certain product on a CBEC platform (Lu *et al.*, 2021). Besides, according to Sleuwaegen and Smith, 2022, cross-border e-commerce purchase intention can also define as before purchase at CBEC platform, consumer need to decide which platform to purchase and what product need to purchase. Referring to Chen and Kimura (2020), understanding CBEC purchase intention can help improve customer experience for cross-border and maintain customer. Besides, by understanding CBEC purchase intention, seller can improve the product information to reach consumers expected individual rationality (Yang *et al.*, 2023).

2.1.2 Generation Z

Generation Z, known as Gen Z, can refer to people who were born between 1997 and 2012 (Dua, 2024). Gen Z is the second-youngest generation between generation millennials and alpha. According to Emmerzaal (2023), Gen Z usually spends a lot of time on the Internet searching for all kinds of information such as news and review before making a purchase. Hence, Gen Z might spend time online shopping to search for products that they are looking for. Besides, referring to Dass (2024), nearly 70% of Gen Z in the region consider e-commerce platforms as a key entry point for their shopping journey.

2.2 Related Theory

To understand the purchase intention, there are many theories that can be applied to study the purchase intention. In this study, it will be integrating two types of theory which is theory Technology Acceptance Model (TAM) and Commitment-Trust Theory (CTT). The next sub section will discuss in detail the two types of theory used in this study.

2.2.1 Technology Acceptance Model (TAM)

According to Chen (2024), TAM theory is to determine user's perceived usefulness and perceived ease of use when using a certain technology and identify how it influences user adoption and usage behavior. In business standpoint, TAM theory is an important factor in determining user's behavioral intention when user trying out new products or services (Limna *et al.*, 2023). The reason why TAM theory is widely used in identifying intention is because the main purpose of TAM is to understand how people accept and use technology or services (Marikyan & Papagiannidis, 2024). The goal of TAM is to explain why users accept technology, predict how users will behave, and help ensure that new technologies are successfully adopted.

2.2.2 Commitment-Trust Theory (CTT)

Commitment-Trust theory is based on Morgan and Hunt's concept of 1994 (Morgan & Hunt, 1994). According to Mukherjee and Nath, 2007, the concept of Morgan and Hunt for Commitment-Trust theory is about relationship marketing which means that business focus on building strong and long-term relationships with customers rather than just making one-time sales. In the business standpoint, Commitment-Trust Theory by Morgan and Hunt (1994) is defined as the theory that explains how business builds strong relationships and focuses on relationship quality (Ghali, 2023). The reason why Commitment-Trust theory keep mention about business must focus on relationship marketing is because traditional marketing was mostly about convincing people to buy a product and then moving on to the next customer (Smith, 2024). But with Commitment-Trust theory, it focuses on making customer feel happy, earning their trust and creating loyalty so that they will keep coming back to repurchase and even will help to recommend business to others (Kucher, 2024).

2.3 Consumer Perception

Consumer perception can be defined as visual input that is received by consumer (Suprato *et al.*, 2020). Example visual input can be advertisement at social media. Besides, according to Lee and Charles, 2021, consumer perception towards CBEC is complex. This is because, unlike in-shop experience consumer can feel more about different factors such as employee's attitude and appearance. The importance of understanding consumer perception in CBEC can help marketers understand the comprehending in consumer mind (Gawade, 2020). For example, by understanding consumer perception, seller can determine what exactly goes in the mind of the consumer and what are the process in the mind of customer that influence him to purchase a certain product.

2.3.1 Perceived Usefulness

Perceived usefulness means an extent to which use of the technology is useful and helpful for people who trying to use a new technology (Wang *et al.*, 2021). Besides, perceived usefulness also can count as a factor contributing consumer attitudes (Elhajjar & Ouaida, 2020). If the information provided in the online platform is useful, consumer will trust it and use it to make their purchases, this will be one of the factors of perceived usefulness that will influence purchase intention. Furthermore, according to Asmarinaa *et al.* (2022), the advantages of buying products from online platforms compared to traditional store can also contribute to the perceived usefulness.

2.3.2 Perceived Ease of Use

Perceived ease of use can be defined as an extent to which consumer consider using a specific technology is easy to use and can be effortless (Wang *et al.*, 2018). Referring to Li and He (2025), perceived ease of use can refer to the degree which an individual believes that using a certain technology will be free of effort and the function is simple and easy to understand. Referring to Primanda *et al.* (2020), how perceived ease of use influence consumer purchase intention is by the shopping process is easy to use, it will help user feel more comfortable and trust the platform. Therefore, if the online shopping platform is very convenient and easy to use, users will keep using it to purchase products and feel more comfortable when using it (Pratista & Marsasi, 2024).

2.3.3 Commitment

Commitment refers to the important and key intervening variable between satisfaction and word-of-mouth (Su *et al.*, 2016). Commitment can be category into two dimensions which is affective and calculative. Besides, commitment can also be defined as individuals feel different levels of loyalty or connection to their community or country (Mou *et al.*, 2019). Commitment is an important role in the relationship between buyer and seller. When a company plan to maintain a strong partnership, it will build trust and long-term cooperation. This commitment will lead to buyer keeping repeated purchase, loyalty and strong business relationships (Chen *et al.*, 2022). Besides, affectively committed consumer will keep connected to the company, they will desire to continue their relationship because they like the company and enjoy the partnership (Jeng, 2016).

2.3.4 Trust

Trust can be defined as an expectation that other individuals or companies that we rely on will treat us fairly and won't take advantage of us (Ha *et al.*, 2021). Moreover, trust also can be one person or company is willing to rely on each other to believe that they will act in an expected and responsible way (Wiyata *et al.*, 2022). Trust is important to let consumer decide to buy a product, for instance if consumers think a product is unsafe, they won't going to purchase and trust is decrease however, if they believe a product is safe, they will feel more confident to purchase it (Dam, 2020). Since online purchase have no interaction or direct communication between seller and buyer, consumers' confidence can be a good factor that increase trust to increase consumer have the potential to purchase a certain product (Larasetiati & Ali, 2019).

2.4 Previous Study on the Relationship Between Consumer Perception and Cross-Border E-Commerce Purchase Intention

The relationship between consumer perception and cross-border e-commerce purchase intention has been researched by various researchers and shows consumer perception has significant influence the cross-border e-commerce purchase intention.

Yang *et al.* (2020) has conducted a study that examine about how Korean Wave can affect the Chinese consumer and US consumer to purchase in Korean cosmetics online. The result show that Chinese consumer and US consumers' cross-border e-commerce shopping intentions are significantly influence by perceived usefulness. Therefore, it is hypothesized that:

H1: There is a positive relationship between perceived usefulness and cross-border e-commerce purchase intention

Zhang and Suteeca (2024), conducted research about factors influencing cross-border e-commerce platform service quality. Based on analysis of 323 respondents' data, the results show that perceived ease of use has positive significance that affects purchase intention in cross-border e-commerce. Therefore, it is hypothesized that:

H2: There is a positive relationship between perceived ease of use and cross-border e-commerce

Refi *et al.* (2021), they have conducted a study about the influence of customer trust and customer commitment to customer purchase intention. Based on analysis of 100 respondents' data, the results show that commitment has positive significant that affects purchase intention. Therefore, it is hypothesized that:

H3: There is a positive relationship between commitment and cross-border e-commerce purchase intention

Referring to Liu *et al.* (2023), they conducted a study about influencing factors of cross-border e-commerce website users' purchase intention. Based on their research, they found out that trust has a positive impact on purchase intention. Therefore, it is hypothesized that:

H4: There is a positive relationship between trust and cross-border e-commerce purchase intention

2.5 Conceptual Framework

Fig. 1 shows the conceptual framework. This framework was derived from empirical findings from previous studies, namely TAM and CTT. The aim of the research framework is to present the independent variables and the dependent variable.

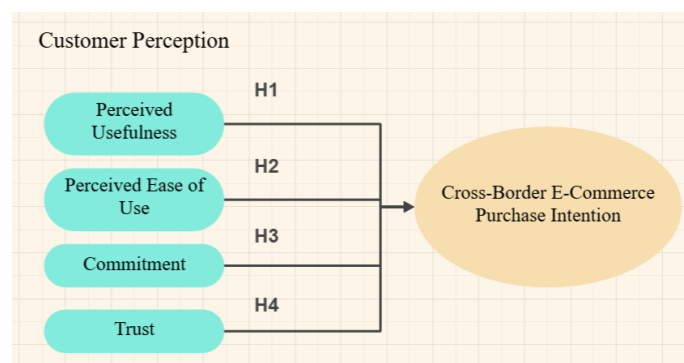


Fig. 1 Conceptual Framework

3. Research Methodology

3.1 Research Design

The purpose of the research design is to provide a blueprint for a study to help researchers set up a research method that can easily analyze how the independent variable affects the dependent variable (Jang, 1980). Quantitative method is a method that addresses research question by collecting and analyzing numerical data. According to McCombes, 2021, survey research can define as a process of collecting information about a group of people by asking them questions or sending questionnaires to analyse the results. Hence, the survey was conducted in a form format by using Google Form, and the question were graded on a scale from 1 to 5 to determine the agreeability of respondents in the questionnaires.

3.2 Research Population

According to Thomas (2023), the research population can be defined as the target population, which refers to the entire group or individual, objects, or events that possess specific characteristics and gain the interest of the researcher to research. The population of this study are Gen Z in Pulau Pinang with an estimate population around 458,500 (Department of Statistics Malaysia, 2024).

3.2.1 Sample Size

Sample size refers to the number of individual observations or sample that are measured and utilized in experiments or surveys. To identify the sample size, researcher used Krejcie and Morgan (1970) table. The appropriate sample size for this study is 384 for a population of 458,500 Gen Z in Penang.

3.2.2 Research Sample

In sampling methods, there are two types of sampling methods which are probability sampling and non-probability sampling. This study will conduct non-probability sampling method to select the target population. Hence, the type of non-probability sampling that will be used is snowball sampling. Snowball sampling has been chosen because it is easy for the researchers to reach respondents.

3.3 Data Collection

According to Dovetail, 2023, data collection refers to a process of collecting information from various sources with different research methods and evaluating it into a single database. Data collection involves planning and executing methods to obtain accurate and reliable data that can be analyzed.

3.3.1 Primary Data

Primary data can be collected by questionnaires, interviews, observations, experiments and survey form. Hence, the researcher used a questionnaire survey to collect information from Pulau Pinang Gen Z to achieve research objectives.

3.4 Pilot Study

In this study, pilot study conducted among 20 Gen Z respondents in Parit Raja area to test the questionnaire whether the question is valid or not valid. Reliability analysis was performed to determine that the questionnaire items were appropriate for the research. Cronbach's Coefficient Alpha technique was used to measure reliability, with a coefficient value of 0.60 or above deemed appropriate for this study (Rodzalan *et al.*, 2024).

3.5 Research Instrument

The researcher must select an instrument that is both valid and reliable for the current investigation. As a result, the research technique for this study was a questionnaire. In this study, questionnaires were used since they are both convenient and effective for data.

3.5.1 Questionnaire

The questionnaire is divided into three sections, which are Part A, Part B and Part C. Part A will be the information of demographic about respondents. For part B it will consist of items related to the level of agreeability of consumer perception on cross-border e-commerce platform. Besides, part C will consist of item related to cross-border e-commerce purchase intention.

3.5.2 Item of Measurement

Table 1 shows the measurement development of the questionnaire for this research. In this research, the measurement is divided into three sections, which are demographic, independent variables, and dependent variables. The instrument was designed in Likert scale style with a five-point range from "Strongly Disagree", "Disagree", "Neutral", "Agree", and "Strongly Agree".

Table 1 *Item of measurement*

Section	Information	Scale	Source
A	Demographic Respondents	Nominal scale	Adapted from Najwa Amani Mohd Salim (2022)
B	Independent Variable: Perceived usefulness	Five-point Likert scale (Strongly disagree to Strongly agree)	Adapted from Yiwei Xu (2024)
	Independent Variable: Perceived ease of use		Adapted from Zhen Qin (2019)
	Independent Variable: Commitment		Adapted from Wistedt (2024)
	Independent Variable: Trust		Adapted from Liu (2025)

C	Dependent Variable: Cross-border purchase intention	Five-point Likert scale (Strongly disagree to Strongly agree)	Adapted from Thuy Nga Le (2022)
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3.6 Data Analysis

3.6.1 Description Statistical Analysis

In this research study, the researcher conducted descriptive analysis on each independent variable which is perceived usefulness, perceived ease of use, commitment and trust. The final findings would be provided in summary form, including mean, valid percentage, frequency, and cumulative percentage.

3.6.2 Reliability Analysis

Researchers have utilized Cronbach's Coefficient Alpha, which ranges between 0 and 1, to assess dependability. In this Cronbach's Coefficient Alpha technique, the greater the coefficient value, the more reliable the outcome is.

3.6.3 Normality Test

The most often employed techniques to check the normality of the data are the two well-known tests of normality, namely the Kolmogorov-Smirnov test and the Shapiro-Wilk test (Mishara *et al.* 2019). Additionally, the mean and standard deviation of the data are used to define the normality analysis, which is a continuous distribution that is symmetrical (Feldman, 2018).

3.6.4 Correlation Analysis

The statistical technique of correlation analysis is employed to determine whether there is a link between two variables or datasets and potential strength of that association (James, 2021). Besides, to determine if there are any relationships between the two, correlation analysis is employed to examine quantitative data obtained via research approaches like surveys and polls (James, 2021).

4. Results and Discussion

4.1 Response Rate

According to Krejcie and Morgan (1970), the target sample size for this research was 384. However, there are only 296 questionnaires returned out of 384. In these 296 questionnaires returned, researcher found out that only 240 questionnaires were qualified and 56 questionnaires were not qualified. This is because 56 questionnaires respondents' response they have no experience before using CBEC platform, hence the data will be removed from the analysis. Based on the qualified response 240, the response rate for this study was 62.5%. According to Sataloff and Vontele (2011), the range of response rate should be 60% and above. Thus, the response rate of 62.5% is accepted and it supported by Sataloff & Vontele (2011) research.

4.2 Reliability Analysis

4.2.1 Pilot Study

The researcher conducted a pilot study with 20 Gen Z respondents in Parit Raja to test the reliability for the questionnaire by using SPSS. Based on reliability analysis, the value of perceived usefulness is 0.834, perceived ease of use is 0.846, commitment is 0.842, trust is 0.897 and purchase intention is 0.888. This result shows that all the variables resulted in 0.7 and above, thus the results were accepted. This shows that researchers can use questions in the actual research study to collect data.

4.2.2 Actual Study

The reliability test for this study involved 240 respondents. The results showed Cronbach's Alpha values for each independent variable. The independent variables for perceived usefulness scored 0.882, perceived ease of use scored 0.855, commitment scored 0.884, and trust scored 0.911. The dependent variable which is purchase intention score 0.878. All the Cronbach's alpha results for the independent variable and the dependent variable are accepted according to the theory, which is 0.70 and above, can be interpreted as a good result.

4.3 Demographic Analysis

Based on Table 2, the demographic profile of 240 respondents was analyzed and presented in the report. The demographic information includes gender, age, CBEC platform that respondent experienced before and respondent's CBEC purchase frequency. There are two gender which is male and female. Based on table 4.1, female is 55.8% which is total of 134 and male is 44.2% which is total of 106 out of 240 respondents. Second, the percentages and frequencies of respondents' age. The highest percentages are respondents' age between 21-24 years old, with 137 respondents scored a 57.1%. The lowest percentage is aged between 13-16 years old with 4 respondents and scored 1.7%. Next, for the CBEC platform that respondents usually experienced in online purchases. Among all these platforms, TaoBao is the highest respondents usually use for online purchase which scores 60% and 144 respondents choose this platform. Therefore, EBAY and others CBEC platforms such as Shein and Alibaba are the lowest percentage among these platforms, EBAY scores 2.1% with 5 respondents use to online shopping and others platform scores 1.2% with 3 respondents use to online shopping. Lastly, the percentage and frequencies of respondents' CBEC purchase frequency. Among the 240 respondents, 77 respondents with 32.1% who occasionally purchased frequency in CBEC platform. Additionally, only 25 respondents with 10.4% were very frequently purchased frequency on the CBEC platform.

Table 2 Demographic information of respondents

No	Demographic Profile	Category	Frequency (N)	Percentage (%)
1.	Gender	Male	106	44.2
		Female	134	55.8
		Total	240	100
		Between 13-16 years old	4	1.7
2.	Age	Between 17-20 years old	37	15.4
		Between 21-24 years old	137	57.1
		Between 25-28 years old	62	25.8
		Total	240	100
		TaoBao	144	60
3.	CBEC Platform that Respondent Experienced Before	Tmall Global	33	13.8
		Amazon	24	10
		JD Mall	14	5.8
		PinDuoDuo	17	7.1
		EBAY	5	2.1
		Others	3	1.2
		Total	240	100
		Very Frequently	25	10.4
4.	Respondent's CBEC Purchase Frequency	Frequently	68	28.3
		Occasionally	77	32.1
		Rarely	70	29.2
		Total	240	100

4.4 Descriptive Analysis

This section, descriptive analysis analyses each characteristic of different variables. The researcher analyzed the data and calculated the mean and standard deviation for all variables which are perceived usefulness, perceived ease of use, commitment and trust for independent variables and purchase intention for dependent variable.

4.4.1 Perceived Usefulness

Based on Table 3, the overall average mean score and standard deviation for perceived usefulness are 4.34 and 0.555, respectively. This shows a high mean of descriptive level which indicates that most respondents agree that perceived usefulness positively affects their intention to purchase on CBEC platforms.

Table 3 Descriptive analysis for perceived usefulness

Item Code	Items	Mean	Standard Deviation
TPU1	The products on CBEC platforms meet my needs.	4.22	0.682
TPU2	CBEC platforms increase my choice of shopping categories.	4.35	0.687
TPU3	CBEC platforms can let me buy my favourite products.	4.39	0.644
TPU4	The CBEC platforms are useful for searching products.	4.36	0.689
TPU5	The CBEC platforms are useful for purchasing products.	4.39	0.664
APU	Total Average Score	4.34	0.555

4.4.2 Perceived Ease of Use

Based on Table 4, the overall mean and standard deviation for perceived ease of use are 4.32 and 0.600, respectively. This shows a high mean of descriptive levels and it indicates that most respondents agree that perceived ease of use positively affects their intention to purchase on CBEC.

Table 4 Descriptive analysis for perceived ease of use

Item Code	Items	Mean	Standard Deviation
TPE1	Shopping on CBEC platform can take less time.	4.21	0.822
TPE2	The process of making payment is very simple in CBEC platform.	4.22	0.864
TPE3	The interface of CBEC platform is friendly and easy to operate.	4.35	0.704
TPE4	The CBEC platform is easy to use.	4.39	0.700
TPE5	The CBEC platform can easily search for the products that I want.	4.44	0.663

4.4.3 Commitment

Based on Table 5, the overall mean and standard deviation for commitment are 4.05 and 0.667, respectively. This shows that high mean of descriptive level which indicates that most respondents agree that commitment positively affects their intention to purchase on CBEC platforms.

Table 5 Descriptive analysis for commitment

Item Code	Items	Mean	Standard Deviation
TC1	I would recommend the CBEC platform to my friends.	4.11	0.708
TC2	I am willing to put effort into helping the CBEC platforms to be successful.	3.95	0.785
TC3	I am happy to choose the CBEC platforms compare to domestic e-commerce platforms (such as Shopee and Lazada).	3.95	0.913
TC4	I think CBEC platform would be among the best to shop for.	4.03	0.853
TC5	I would be proud to be a customer at the CBEC platform.	4.18	0.758

4.4.4 Trust

Based on Table 6, the overall mean and standard deviation for trust are 4.16 and 0.734, respectively. This shows that trust had a high mean of descriptive level. This high mean score indicates that most respondents agree that trust positively affects their intention to purchase on CBEC platform.

Table 6 Descriptive analysis for trust

Item Code	Items	Mean	Standard Deviation
TT1	I believe shopping in CBEC platform is reliable.	4.19	0.752
TT2	I believe shopping in CBEC platform is safe.	4.21	0.793
TT3	I believe shopping in CBEC platform is trustworthy.	4.2	0.817
TT4	I think CBEC platform has good intentions toward me.	4.25	0.735
TT5	I believe CBEC platform won't sell fake product.	3.94	1.117

4.4.5 Purchase Intention

Based on Table 7, the overall mean and standard deviation for purchase intention are 4.07 and 0.698, respectively. This show high mean score of descriptive level and it indicates that most respondents are agree to buy products from the CBEC platform.

Table 7 Descriptive analysis for purchase intention

Item Code	Items	Mean	Standard Deviation
TPI1	I will purchase products from CBEC platforms regularly.	4.05	0.897
TPI2	I intend to buy products from CBEC platform.	4.18	0.769
TPI3	I will buy products from CBEC platform.	4.21	0.732
TPI4	I would prefer to purchase products from CBEC platform compare to domestic platform (such as Shopee and Lazada).	3.89	0.904
TPI5	I regulary purchase from CBEC platform.	4.02	0.935

4.5 Normality Analysis

Based on Table 8, the normality test results for each method are presented. All relationships in the model were considered significant. Thus, the analysis result shows that the data were categorized in non-normal distribution. Hence, the researcher will use Spearman correlation analysis to analyse each independent variable relationship between dependent variable.

Table 8 Normality test

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Perceived Usefulness	0.138	240	<.001	0.903	240	<.001
Perceived Ease of Use	0.159	240	<.001	0.898	240	<.001
Commitment	0.186	240	<.001	0.934	240	<.001
Trust	0.151	240	<.001	0.911	240	<.001
Purchase Intention	0.180	240	<.001	0.921	240	<.001

4.6 Correlation Analysis and Hypothesis Testing

Table 9 represented the data of Spearman's rho Correlation Coefficient for the relationship between perceived usefulness, perceived ease of use, commitment, and trust towards CBEC purchase intention among Gen Z in Penang. All the variables show a positive relationship between CBEC purchase intention among Gen Z in Penang. Thus, all the hypothesis results are accepted.

Table 9 Result of Spearman's correlation

Correlation Analysis			Hypothesis Result
Spearman's rho	Purchase Intention		
Perceived Usefulness	Correlation Coefficient	.328**	Weak Relationship
	Sig. (2-tailed)	<.001	
	N	240	
Perceived Ease of Use	Correlation Coefficient	.509**	Moderate Relationship
	Sig. (2-tailed)	<.001	
	N	240	
Commitment	Correlation Coefficient	.596**	Moderate Relationship
	Sig. (2-tailed)	<.001	
	N	240	
Trust	Correlation Coefficient	.556**	Moderate Relationship
	Sig. (2-tailed)	<.001	
	N	240	

5. Conclusion

In conclusion, the research objectives in this study have been achieved. This study shows that all the independent variables have positive relationships between dependent variable. This study can be used by CBEC sellers to enhance their strategy and CBEC platform developers can focus more on improving the platform functionality. Lastly, the findings state the limitations and recommendations to help future researchers conduct more accurate analysis for consumer perception and purchase intention in CBEC platform.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Lee Zhao Seng and Nor Kamariah Kamaruddin; **data collection:** Lee Zhao Seng and Nor Kamariah Kamaruddin; **analysis and interpretation of results:** Lee Zhao Seng and Nor Kamariah Kamaruddin; **draft manuscript preparation:** Lee Zhao Seng and Nor Kamariah Kamaruddin. All authors reviewed the results and approved the final version of the manuscript.

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