

From Clicks to Contracts: Consumer Trust and Legal Challenges in Malaysia's Social Media Commerce

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ABSTRACT

Social media were originally intended as mediums for communication. Although legal protection still lags as compared to digital evolution, it has been continuously used as an informal platform for marketplaces in Malaysia. This study aims to explore the demographic, platform preferences, problems with online shopping and perceptions of legal framework using data collected through Google Forms (N=206). The findings indicate, TikTok was identified as the primary platform for online shopping. Additionally, a large number of respondents faced a wide range of problems such as fraud, counterfeit goods, damaged items and misleading advertisements. This has led to moderate trust in online safety and existing law. The results highlight an urgent need for consumer education enhancement and enforcement mechanisms for a better protection of online consumers.

Keywords: online shopping, social media, consumer protection, legal awareness, digital trust

INTRODUCTION

The rapid development and widespread use of the internet in Malaysia have paved the way for many business owners to enlarge and shift their businesses from physical shops to online platforms (Trianto et al., 2025). Originally, the purpose of social media was to facilitate social interaction and communication. However, it has now evolved into a powerful tool for business owners to market and promote their products and services (Singh & Singh, 2018). As of January 2024, approximately there are about 33.6 million internet users with 97.4% of the population with internet penetration (Data Reportal, 2024). Social media such as WhatsApp, Telegram, Instagram, Facebook and X (formerly known as Twitter) have been used for commercial transactions (Zhang, 2017; Balarabe, 2020; To et al., 2020; Aziz et al., 2021; Pratiwi et al., 2023). With the advent of social media, trade is more convenient, and all advertisements and promotions can easily reach consumers.

Consequently, business costs can be reduced, and they can offer cheaper prices to consumers (Dwidewi et al., 2023). Moreover, as social media plays the role of virtual stores, it can improve accessibility. It allows consumers to browse, make a comparison and proceed with any purchase seamlessly by staying in that platform (Tarnanidis, 2024). However, there are some concerns over consumer safety, fraud and level of legal awareness among social media consumers (Celestine, 2025). Thus, this study aims to discover consumer behaviour, trust levels and legal awareness in Malaysia's social media commerce. This study also examines the possibility of legal reform to address problems faced by consumers.

LITERATURE REVIEW

Social Commerce and Consumer Trust

Online shopping emerged as early as the 1990s when major platforms such as Amazon and eBay introduced user-generated content features such as reviews and rating systems (Curty & Zhang, 2013). Shops on social media are a combination of interactivity and business elements that enable peer-to-peer marketing and sales (Altar et al., 2022). At the same time, this integration has increased digital consumer engagement (Ahmad, 2025). It provides opportunity for consumers to interact and communicate with each other through community building (Mata & Quesada, 2014). To assess the credibility of sellers and products on digital platforms, consumers often rely on peer-generated content such as reviews and recommendations (Li et al., 2013).

Online trustworthiness is influenced by the credibility of the social media account itself, users' social experience and accuracy of information (Tseng, 2023). Perceived risk, whether financial, privacy, or product-related, can deter consumers from completing purchases. To mitigate this, platforms must foster a secure and transparent environment, supported by user-generated content and interactive features (Lăzăroiu et al., 2020). Social presence and interaction such as likes, comments and shares create a sense of trust. These interactions influence individual decisions and contribute to brand loyalty and repeat purchases (Dincer & Dincer, 2023).

Online Risks and Consumer Protection

Social media commerce exposes consumers to various risks such as fraud and counterfeit products largely due to the inadequacy of effective redress mechanisms. Misleading advertisements are also widely prevalent across these platforms (Abdallah, 2021). In addition, other contributing factors also include account holders' anonymity, the temptation of low prices and high degree of imitation of reputable brands (Talib & Rusly, 2015; Mokhtar, 2024). In Malaysia, from 2021 to 2023, there was a significant increase of 55% in financial losses due to online scams (Business Today, 2023).

To attract buyers, account holders often use fake reviews and testimonials intended to mislead potential consumers. The existing laws prohibit misleading advertisements, but detecting such content remains difficult. This is due to anonymity and the ease with which users can create multiple or fake accounts to conceal their identities (Malbon, 2013). Law enforcement agencies face obstacles in tracing offenders and gathering digital evidence (Bokolo & Liu, 2024). Fake social media profiles, often operated through overseas accounts or Virtual Private Networks (VPNs), employ tools to conceal real identities and locations, complicating cross-border enforcement (Sarkar & Shukla, 2023).

The open accessibility of social media commerce also facilitates illicit trade involving drugs, firearms, trafficking and unapproved health products (Schechter & Bladt, 2024; Busby, 2024; Hassan, 2025). In addition, virtual platforms also make it easy to sell counterfeit products due to lack of physical inspection (Teo & Yusof, 2017). Online business that is not properly registered establish risks to consumer's rights (Phan, 2022). They prefer not to register their business to avoid high costs of registration, payment of tax and strict regulation (Hoguet, 2024). By doing so, they may offer lower prices to attract customers (Sarker et al., 2024) only to deceive them through scams or by selling counterfeit products (Teo & Yusof, 2017). Consumers often buy from unverified businesses mainly because of the cheap prices. Affordability creates a strong psychological appeal and a sense of urgency to secure a "good deal" even though when trust or authenticity is uncertain (Gulati et al., 2025).

Awareness of Consumer Rights

Consumer protection issues are also relevant in social media commerce. Many consumers are unaware of their rights and the risks of purchasing from informal or unregulated sellers (Riefa, 2019). Issues such as misleading advertisements, counterfeit goods, and lack of return policies are common (Mehta, 2024). It also complicates the consumer decision-making process due to the abundance of unverified information and user-generated content. This can lead to confusion about product authenticity and seller's credibility (Zhang, 2023). Besides,

privacy concerns are among the challenges in social media platforms (Vinodh et al., 2024). Consumers need more education and protection to help them make informed decisions and know their rights.

Legal and Regulatory Developments

The Consumer Protection Act 1999 (CPA 1999) was amended in 2007 to include online goods and services. The CPA 1999 empowers the Tribunal for Consumer Claims to hear and resolve consumer complaints on ecommerce (Palanissamy, 2013). The Consumer Protection (Electronic Trade Transactions) Regulations 2012 govern the online sale and purchase of goods and services. Unfortunately, the Regulations only apply to online marketplace such as Shopee, Lazada and TikTok Shop. It defines online marketplace as a website where third parties market goods or services for trade. This effectively excludes the sale and purchase made via social media such as Facebook and Instagram as they are not online marketplace according to the Regulations.

The Electronic Commerce Act 2006 (ECA 2006) and the CPA 1999 now cover electronic contracts to keep the law updated with technological progress. However, pre-independence laws such as Contracts Act 1950 and Sale of Goods Act 1957 still apply despite being outdated (Amin & Mohd Nor, 2013). The ECA 2006 itself was criticised for departing from the UNCITRAL Model Law and its failure to consider the nature of technological advancements in Malaysia (Alibeigi & Munir, 2016). There are few legislations to regulate cyberspace, such as the Computer Crimes Act 1997, Digital Signature Act 1997, Communication and Multimedia Act 1998 and Communication and Multimedia Commission Act 1998, but their implementation remains insufficient (Nawang, 2014).

To date, there is no single regulatory framework to protect e-consumers (Asuhaimi et al., 2022). Multiple agencies are involved in regulating social media commerce, such as the Malaysian Communications and Multimedia Commission (MCMC), Cybersecurity Malaysia (Zaharon & Ali, 2021), Commercial Crime Investigation Department (CCID), Royal Malaysia Police, and the Ministry of Domestic Trade and Consumer Affairs (Roslan et al., 2022). As for cosmetic and pharmaceutical products, the Ministry of Health is the regulating authority (Ikhsan et al., 2023).

With regards to cyber scams, victims can resort to the MCMC. Meanwhile, victims of consumer-related scams need to report to the Ministry of Domestic Trade and Consumer Affairs; and victims of financial scams can turn to Bank Negara Malaysia (Kok, 2024). As for non-registration of business, it falls under the jurisdiction of the Companies Commission (Hassan et al., 2010). Due to the involvement of multiple agencies, there is an urgent need for cross-agency collaboration and coordination to regulate online shopping and e-commerce in Malaysia (MDEC, 2016).

Judicial Perspectives on Sale and Purchase via Online Platforms

There have been several cases brought before the court in Malaysia related to e-commerce. In *Telekom Malaysia Bhd v Tribunal Tuntutan Pengguna & Anor* [2007] 1 MLJ 626, a consumer challenged a RM98 phone bill issued by the service provider for alleged international calls. The court held that the Tribunal for Consumer Claims had exceeded its jurisdiction by entertaining disputes in relation to electronic services. This case highlights the limitation of the Tribunal for Consumer Claims in relation to telco services.

Courts are more inclined to compensate trademark owners in the event of copyright infringement that occurred via e-commerce or social media platforms. For instance, in *Nexgen Biopharma Research v Celcom Planet (11Street)* (2018, HC) (Kuala Lumpur High Court Civil Suit No. WA-22IP-3-01/2018), the issue is whether an online marketplace (11Street) could be held liable for trademark infringement when sellers listed unauthorized products using a trademark. The Court allowed an injunction to block counterfeit sales but put the burden on claimants to prove infringement.

Similarly, in *Jeunesse Global Sdn Bhd v Ecart Services Malaysia Sdn Bhd* (2018, unreported), Jeunesse Global Sdn Bhd, a direct seller of skincare products and supplements sued Ecart Services Malaysia Sdn Bhd, operator of the Lazada online marketplace and Lazada for copyright infringement. The parties eventually settled amicably. In *A & M Beauty Wellness Sdn Bhd v Shopee Mobile Malaysia Sdn Bhd* [2021] MLJU 65 (High Court), the issue that arose was whether Shopee could be enjoined for unauthorised sales by third-party sellers.

The court refused a wide injunction, holding Shopee as a facilitator, not the seller. The court also ruled that buyers should use the complaint mechanisms available on the platform. The court acknowledged that the CPA protects buyers, but enforcement is against sellers and not platforms. In addition, Contracts Act 1950 provides that under the principle of privity of contract, contracts bind only the buyer and seller, not the host platform.

METHODOLOGY

A quantitative survey, using convenience sampling, was conducted online using Google Forms from June to August 2025 (N = 206). Malaysia has approximately 33.03 million internet users, representing a very large population base. In such cases, however, the required sample size is determined less by population size than by the desired precision level (Cochran, 1977; Israel, 1992). The survey instrument comprised demographics, purchase frequency, platforms used (multi-select) and products purchased by buyers. It also contains questions on problems experienced and perceptions regarding safety, trust in current laws in their implementation. Single-choice items are reported as % of the full sample. Multi-select items are reported as % of respondents who answered the item. Likert-type items used 1–5 scales, report in a form of mean, median, standard deviation.

Where options included “Not sure,” those responses were excluded from scoring but retained in distributions. Descriptive statistics were used for analysis.

RESULT AND DISCUSSION

Demographic Profiles

The majority of the respondents are between 18 to 24 years old (62.14%), followed by 25 to 34 years old (26.70%), and 35 to 44 years old (11.17%). Those aged from 18 to 24 (Gen Z) are known as digital natives because they have grown up with gadgets, social media and e-commerce platforms. According to Saha and Nair (2019), one of the predominant factors that influence online purchases is age which is higher in the younger generation. Rybaczevska and Sparks (2022) stress that e-commerce engagement declined with age due to low digital literacy and trust concerns. A report by Capital One Shopping (2025) indicates that 50.9% of mobile clothes shoppers are aged from 18 years to 24 years old and 28.7% are from the age of 25 to 34. From the survey, 120 (58.2%) of them are females and 86 (41.7%) males. The higher proportion of females aligns with research by Rao et al. (2022), where women are more inclined to online shopping due to the convenience, variety of products, and personalised experience in online environment.

As for geographical background, the respondents were from the following states: Sabah: 78.16%, Selangor: 5.83%, Sarawak: 3.88%, Labuan: 3.88%, Kelantan: 1.46%, Johor: 1.46%, Perak: 0.97%, Pahang: 0.97%, Terengganu: 0.49%, Negeri Sembilan: 0.49%, Kedah: 0.49%, Melaka: 0.49%, Putrajaya: 0.49%, Kuala Lumpur: 0.49%, Pulau Pinang: 0.49%. Most of the respondents were from Sabah because the survey was primarily distributed to Sabahan youths through university networks. The low percentage of respondents from other states may reflect limited survey reach beyond the initial distribution circle. Besides, in smaller towns and rural areas of East Malaysia, access to physical retail outlets is limited, which naturally encourages consumer to rely on online platforms (Radiant Institute, 2025).

Buying Habits and Behaviours

As for the frequency of using social media as their shopping platform, nearly half (48.06%) reported shopping less than 10 times annually, indicating infrequent use. This shows that social media is a secondary or occasional shopping option for them. Meanwhile 34.47% of the respondents select monthly purchases, reflecting an increase in familiarity and routine use of social platforms for shopping. Promotional offers, influencer's endorsements or ease of access may be the factors for this pattern. Meanwhile, the most active users (17.47%) shop weekly or daily. The average score of 1.71 of shopping frequency is slightly above “rarely” and standard deviation of 0.80 reflects moderate differences in behaviour. The median score of 2.0 places the typical respondent in the “monthly” category.

This range of shopping habits is consistent with findings from previous studies. In Hu and Zhu (2022), while peer interactions on social media platforms can enhance purchase intentions, concerns about trust and service

quality often reduce the frequency of transactions. In addition, according to Dzreke and Dzreke (2025), not all users transitioned into regular shoppers. This is despite the increasing role of TikTok and Instagram in encouraging impulse buying, especially among younger users.

With regards to platforms used for social media shopping, respondents choose TikTok as the most popular platform (91.75%), followed by others (44.17%), WhatsApp (19.90%), Facebook (12.14%), Instagram (11.17%) and X at 1.46%. Averagely respondents used 1.81 platforms, with a median of 2.00 and a standard deviation of 0.88. These indicate moderate diversity of platforms usage. The data also shows that 89 respondents relied on a single platform, while 117 engaged with multiple platforms. This reflects a growing trend toward multi-platform shopping behaviour. It is consistent with Dzreke and Dzreke (2025) and Kajaria (2024), who found that consumers often browse more than one channel when making online shopping decisions.

Responses regarding additional platforms used for online shopping indicate a variety of preferences. Shopee was the most frequent mentioned platform. Other notable platforms include Telegram, Grab, Lazada, Shein, Foodpanda, Amazon, Temu, Zalora, Sephora and official brand websites. With average number of platforms of 1.81, median of 2.00 and standard deviation of 0.88, it indicates moderate variation. This suggests that although several users stick to one additional platform, many users preferred to explore multiple options. These results are supported by Dzreke and Dzreke (2025), who emphasised the influence of emerging platforms like TikTok and Telegram on youth-driven e-commerce.

In relation to the types of products purchased via social media, 83.5% choose fashion and accessories as the most popular category followed by electronic and gadgets with 55.8%. Health and beauty products ranked third with 54.9%. Food and beverages were chosen by 37.9% of the respondents and 10.2% choose “others”. Descriptive statistics show mean of 99.8, median of 113 and a standard deviation of 55.5, indicate significant variation in product popularity. These findings are supported by Busalim and Hussin (2016) and Hajli (2015) who observed that fashion and personal goods dominate online transactions due to their visual appeal and ease of promotion on platforms like TikTok and Instagram through recorded and live videos.

Respondents who selected “others,” most mentioned books (3 mentions) and sports accessories (2 mentions). Single mentions by respondents, among others are necessities, car parts, camping gear, musical instruments, digital media (e-books, video games), tickets, music albums, hobby items (e.g., guitar strings), children’s toys, and home décor. Descriptive statistics for these niche categories show a mean of 1.19, a median of 1, and a low standard deviation of 0.54. It illustrates that responses were unique and widely dispersed. This pattern suggests that, although social commerce is dominated by mainstream category, it also accommodates a wide array of personalised and niche consumer interests.

C.Risks and Issues of Shopping via Social Media

When the survey question asked whether they encountered any issues while using social media as a shopping platform, majority of 65.5% choose “yes” and the rest of 34.5% choose “No”. Nearly two-third of the respondents have faced challenges which drawing attention to ongoing concerns in Malaysia’s social commerce landscape.

In relation to the above response, those who reported problems state several common issues. Misleading advertisement ranked top (55.4%) and followed by counterfeit goods (44.9%). Fraudulent activity or scam ranked third (34.1%) and followed by non-delivery items (25.4%). Issues on health and safety and other issues were less frequent but still significant with 8.7% and the latter is 18.1%. Statistical analysis resulted with a mean of 42.7, median of 41 and standard deviation of 23.4. These results imply a wide range on how often these problems were encountered. These findings emphasise that misleading promotions and counterfeit products are the most vital concern. Earlier research also indicates similar findings. For example, Hajli (2015) highlighted the significance of trust in reducing perceived risks in social commerce. Meanwhile, Busalim and Hussin (2016) pointed out that fraud and misleading claims are the key barriers to consumer confidence.

Respondents who selected “others” reported various responses, but it could be grouped into a few categories. The most frequent issue with 2 mentions is receiving damaged or broken items. Other issues with 1 mention among others include incorrect sizing, poor quality relative to price, items not matching promotional visuals

and receiving the wrong product despite successful delivery. These findings matched reports from the Federation of Malaysian Consumers Association (FOMCA) which received numerous complaints about deceptive sellers who disappear after payment has been made (Thambirajah, 2021).

Survey question regarding confidence in shopping via social media recorded the highest selected option with 60.2% is "Neutral" and 32% choose "somewhat confident". Other responses recorded "very confident" with 3.9%, "not confident" with 3.4% and "not at all confident" with just 0.5%. Statistical analysis resulted in an average score of 3.35 which lean towards the cluster of neutrality. It suggests that consumers have a certain degree of confidence in social media shopping, but they remain cautious.

D. Awareness of Consumer Laws

Question about awareness on consumer protection laws recorded 47.1% reported that they were aware, while 28.6% were not sure and 24.3% disclosed that they were not aware of the existence of such laws. This clearly shows that nearly half of the consumers have a clear awareness about relevant law. However, a significant portion remain uncertain or unfamiliar. This finding on lack of awareness is in line with Mohd Shafi and Ahmad (2000). In that study, it was found that consumer education and awareness programmes are often conducted on ad hoc basis and in isolation from one another. Limitation of awareness could lead to exposure of scams and fraudulent practices. Thus, this highlights the importance of consumer education campaigns.

On the requirement for social media sellers to register their business, it received tremendous support in which 89.8% agreed with mandatory registration. Percentage of respondents selected "uncertain" answer recorded 5.3% and 4.9% were opposed to such registration. This majority support signals the strong desires of consumers on the greater accountability and legitimacy of sellers on social media. Based on prior studies, it shows that trust-building mechanisms that involved seller verification as well as legal compliance have significantly increased consumer confidence (Hajli, 2015; Pavlou, 2003).

E. Policy Preferences

Regarding the policy preferences to enhance consumer protection, 33% selected stricter enforcement and higher penalties for scams and followed by mandatory registration of all social media sellers with 28.6%. Meanwhile, 21.8% supported platform responsibility to verify sellers. Less frequent options are public awareness campaigns about online fraud (10.7%), and easier dispute resolution processes (3.9%) and 1.9% suggested "other" measures. Descriptive statistics show a mean of 34.3, median of 33.5 and standard deviation of 26.9. This indicates that each measure is roughly supported by one-third respondents. Above all, the relatively high standard deviation shows that there is some variation in the level of support for recommended measures.

One of the "other" suggestions is imposing escrow payment system where it involves the role of third party to protect the buyer's money until they confirm acceptance of goods to reduce fraud risks. Another suggestion is for online sellers to be registered with Ministry of Domestic Trade and Cost of Living. There is also suggestion that granting business licenses would impose legal accountability on online sellers for any fraudulent misconduct. Descriptive statistics shows a mean of 1.8, median of 1 and standard deviation of 1.79. This result aligns with the above findings on the need for stricter regulations, seller verification and secure transaction mechanisms. It shows consumer inclination towards organised solutions that include enforcement, regulation and platform accountability rather than softer approach such as awareness campaigns. Institutional trust and involvement of third party can guarantee the rights of consumers and reduce perceived risks in social media commerce (Pavlou, 2003; Hajli, 2015)

On their level of trust with the current Malaysian laws to protect consumer rights via media social, majority of them expressed moderate to positive trust. According to the data 40.8% choose "somewhat" trusting, 36.9% select "neutral". The rest of a smaller group selected "very much" with 10.7%, "not much" selected by 9.7% and 1.9% said they had no trust at all. When asked on the effectiveness of Malaysian authorities in handling scams and fraud on social media, most of the respondents inclined towards "neutral" and "somewhat effective" with 47.1% and 25.7% respectively. The number of negatives opinion were also significant, with 18.5% choose "not effective" and 5.3% select "not sure". A merely 3.4% considered authorities to be "very effective". "Neutral" responses on level of trust in the survey are relatively high indicates a sense of uncertainty among the

consumers. In addition, a few respondents are uncertain about whether existing laws are sufficient to protect consumers and redress these issues.

The data suggests a gap between consumer anticipation and trust towards institutional protection mechanisms. While consumer trust in laws shows mean of 3.49 which is moderately high, however perceived effectiveness of authorities' role shows lower mean of 2.95. This disparity implies that consumers have trust in the adequacy of legal framework as stated on paper. Nonetheless, it is ineffectively enforced in practice. According to prior research, institutional trust is very important for online consumer confidence (Pavlou, 2003; Hajli, 2015). Without visible and efficient enforcement, laws alone are unable to convince consumers' belief (Scott, 2018). This underlines the urgent need for more effective enforcement efforts, greater preventive measures and increased public awareness about successful regulatory action to rebuild consumer trust.

F. Recommended Measures

On the question of whether social media platforms should be imposed duty to monitor and report suspicious sellers, 92.7% answered "yes" and only 1.9% selected "no". The remaining balance of 5.3% was uncertain. This indicates that consumers are aware that they are exposed to risks on social media. Therefore, social media must take responsibility to ensure safer transactions. According to Hajli (2015) and Pavlou (2003), platforms accountability and third-party assurance strongly affect consumer trust and willingness to transact. This measure is important because social media provides platforms for advertisers to promote and market their product. Social media platforms need to address issues such as false advertisements, fake reviews, and scams, by strengthening vetting and content moderation process. They must implement policies to control advertisement content and cooperate directly with the authorities (Yahya, 2024).

On a question related to willingness of the consumer to pay higher price from a verified seller, 65.5% are willing to do so. Meanwhile 18.5% choose "undecided" and 16% refused such arrangement. Majority of the respondents show that they prioritise trust and reliability over cheaper price. These results are in line with global e-commerce studies that highlight the importance of reliability and trust in boosting purchase desire (Busalim & Hussin, 2016; Hu et al., 2021).

The survey also included a question on the importance of single government agencies to regulate social media commerce. The results show that 62.6% think that establishment of single government as "very important" followed by 26.7% said it was "important". A smaller percentage of 8.3% stand in neutral and the remaining 2.4% were unsure. The average was 4.56 and median 5 reflect a strong support for a centralised regulatory body. This finding is consistent with research that indicates disintegrated regulatory bodies can reduce public trust. In contrast, clear and well-defined central agency increases public confidence and compliance (Binding & Purnhagen, 2011).

In its entirety, the results from this survey demonstrate that Malaysian consumers hoped for a structured government authority to manage risks in social media commerce. Consumers want social media platforms to bear responsibilities, in return for them willing to pay more for registered sellers. These findings strengthen earlier studies' insight into mandatory registration and stricter enforcement. This finding is consistent with international studies that underline the importance of trust indicators, verification mechanisms and clear regulation system to build sustainable social e-commerce environment (Pavlou, 2003; Hajli, 2015; Busalim & Hussin, 2016).

CONCLUSION

All findings offer a valuable glimpse of how Malaysian consumers grasp and experience social e-commerce. Although social media platforms like Facebook, Instagram, and TikTok have become popular avenues for online shopping, this survey reveals several challenges. Many participants testified to have faced issues such as misleading advertisement, counterfeit products, non-delivery of items bought and defective products. Trust in the safety of social media transactions was moderate and confidence in the legal framework was slightly higher. However, there are doubts about the effectiveness of the laws and their enforcement. Many consumers are still unsure of their rights when engaging in online shopping.

To face these challenges, suggestions for more structured regulations have gained the most support. Most participants selected mandatory seller registration, greater responsibility for platforms as well as the establishment of an integrated government authority to regulate social e-commerce. They are more willing to pay for verified sellers, which indicates trust and reliability are more important than low prices. This result stresses the importance of trust in relevant authoritative bodies, verification mechanisms and solid governance to increase confidence in online market.

Potential research should explore beyond basic description to discover in-depth perception on trust-building measures that have possibility to influence buying behaviour. Future research should also examine in detail the implementation of the Consumer Protection (Electronic Trade Transaction) Regulations 2024. As social media platforms are used globally, comparative studies across regions specifically Southeast Asia would also help researchers as well as relevant authorities to adopt international best practices in regulating social media commerce. In other words, it would provide deep understanding of how transaction via social media evolved and shaped by the implementation of regulations, advancement of technologies and social dynamics.

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