

Effect of Social Commerce on Social Media Users

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Abstract

This study puts forward a comprehensive model and investigates the impact of recommendations and referrals, information support, information sharing, forums and communities, and evidential social commerce influence on consumer propensity to engage in social commerce, using likes, shares, post reviews, and making purchases. Drawing on the social exchange theory and social penetration theory, it seeks to determine how social-oriented drivers (i.e., recommendations and referrals and information support) and individual-initiated drivers (i.e., information sharing and forums and communities) could better explain consumers' social commerce intentions. Structural equation modeling was performed based on a sample of 263 social media users in Thailand. The results reveal that information support mediates the relationship between recommendations and referrals and evidential social commerce influence behavioral intention. The diffusion velocity of the marketing effect is manifested through customers' social commerce intentions and behaviors, which helps managers identify the importance of maintaining a supportive atmosphere to nurture intimate member-to-member and member-to-provider relationships.

Keywords: Evidential Social Commerce Influence, Recommendations and Referrals, Information Sharing, Information Support, Forums and Communities

1. Introduction

As an interactive community for interpersonal communication, the internet enables people to overcome the constraints of time and space and interact on the same platforms, such as, for example, social networking sites (Islam, Rahman, & Hollebeek, 2018; Tajvidi, Richard, Wang, & Hajli, 2020; Yahav, Schwartz, & Welcman, 2020). Social networking sites have caused e-commerce to evolve into social commerce (also referred to as s-commerce) (Ventre, Mollá-Descals, & Frassetto, 2021). Unlike e-commerce, s-commerce emphasizes interacting with customers on social media and building close relationships with them (in contrast, e-commerce information generally flows one-way and focuses on the transaction itself and on maximizing business efficiency). Users can create online reviews after using the product and interact with other users via likes, comments, tags, or content sharing (Feeney & Pierce, 2018). They can browse product page information and see ratings and comments posted by other users simultaneously. Information about one product posted by different users can be spread among them (Maia et al., 2018; Sheikh et al., 2019). The primary goal of social commerce is thus to promote social interaction and information sharing. It has given rise to a new type of e-commerce model called 'social shopping' – a rise which the Covid-19 epidemic has accelerated. In a nutshell, social shopping is a combination of social media and e-commerce as social media tools are used to develop consumers' online social networks and interpersonal relationships, promote the sharing of shopping knowledge and information, and encourage cooperative shopping among consumers with a view to increasing the number of consumers. Achieving social shopping is an auxiliary goal (Choi & Kim, 2020). Consumers with higher information motivation are more willing to use social media and interact with people.

The emphasis is on analyzing reviews, evaluations, word-of-mouth, recommendations and referrals, information acquisition, (Bazi et al., 2019; Sheikh et al., 2019). Websites facilitate online collaboration and social messaging support (Dang, 2021) and enable consumers to share shopping experiences and product information with their peers (Fernando, Abideen, & Shaharudin, 2020). In many ways, product reviews by users largely enrich mass media advertising information and have become an important source of information for users to make purchasing decisions (Maia, Lunardi, Longaray, & Munhoz, 2018), which raises the question of whether product reviews created by online users on social networking sites objectively reflect product performance. Social media users usually join a forum and a community (Chen, Zhu, & Mantrala, 2020; Choi & Kim, 2020; Maia et al., 2018). They provide channels to enhance users' desire to participate in social e-commerce (Song & Liao, 2018).

A number of recent studies have been vigorously discussing ratings and reviews, forums and communities, and recommendations (Sheikh et al., 2019; Bazi et al., 2019; Busalim & Ghabban, 2021; Meilatinova, 2021). In the same vein, focusing on recommendations and referrals, information support, information sharing, and forum and communication, this study seeks to determine the extent of the influence of evidence-based social commerce on social users. It proposes a model that incorporates these constructs to test their impact. Evidence-based social commerce in this study refers to the online activities of online shopping consumers such as 'sharing', 'like', 'comment', and 'purchase' (Alalwan et al., 2019; Attar, Shanmugam, & Hajli, 2020). As to information support, it relates to the fact that consumers are psychologically willing to share personal information and exchange related news with their peers through social media (Bazi et al., 2019). This study complements research on the problems of social exchange processes as instead of using binary exchange relations (Agarwal & Narayana, 2020; Moilanen & Ikäheimo, 2019), it uses information sharing, forums and communities as facilitators of social exchange. It also contributes to the social penetration theory (Bastos, 2019; Islam et al., 2018; Wang, Lee, Wu, & Liu, 2017) by introducing further evidence of online influence as a way to pursue to build better relationships with network members.

2. Theoretical Background and Framework

- Research Framework

The research framework proposed in this study is premised on several prior research directions. One is the use of social media and the process of cultivating users to share their shopping experience after shopping, which is achieved through liking posts, sharing, and commenting in the form of purchase opinions and product experience and through virtual (i.e., online) community conversations and threads (i.e., evidential social commerce influence). The other is provided by the literature on social psychology, in particular the social exchange theory (Ferm & Thaichon, 2021; Ma, Seydel, Zhang, & Ding, 2021) and the social penetration theory (Moilanen & Ikäheimo, 2019), which are used to construct an information-supported theoretical model to account for a form of social exchange that can be facilitated by forwarding posts, comments, sharing, and likes during relationship building and interaction. The model determines which social forces of a process (information support and recommendations, and referrals) can serve as conduits for cultivating such online perspectives. Likewise, the social penetration theory posits that over time, as the interaction between users improves, the level of intimacy between them increases (Agarwal & Narayana, 2020; Dang, 2021). Although the degree of shared participation and interaction varies, user participation improves the community awareness of all its members, stimulates their motivation to continue to participate, and promotes information sharing (Song & Liao, 2018; Ferm & Thaichon, 2021).

Often, opinions or ideas are accepted or rejected altogether (Islam et al., 2018; Lei, Wu, & Ye, 2022). Accordingly, based on the social exchange and the penetration theories, the author argues that the social structure of communities, as well as information support and social commerce influence, are reinforced by a greater degree of self-discourse interaction between members (i.e., actors within the community). Information-sharing and forums and communities regulate the relationship between recommendation and referrals, information support, and evidential social commerce influence. In this study, information-sharing and forums and communities are moderate boundary conditions.

- Recommendations and Referrals

Recommendations and referrals refer to the widespread dissemination and sharing between current and potential customers of experiences via social media (Ventre et al., 2021). They can increase user confidence and promote purchasing and are the main drivers for attracting users to online communities (Attar et al., 2020; Badrinarayanan & Sierra, 2018). They are premised on the systematization and diversification of social interactions, (Koay, Ong, Khoo, & Yeoh, 2020; Li, 2019). They can play the role of a recipient of information and emotions or a supporter of others in the online community. (Alalwan et al., 2019) Recommendations and referrals are a form of information filtering through information provided by social users to help solve problems and make decisions, including search, guidance, and advice (Zhao, Zhang, & Ma, 2020). Emotional support, on the other hand, is a process of emotional exchange and feedback between social users using information or knowledge and operates as a carrier to establish an intimate relationship (Guo et al., 2018). Emotional satisfaction can also foster a climate of trust within the community and contribute to developing long-term relationships among users (Feeney & Pierce, 2018). Researchers determined that recommendations and referrals provide four types of support: affective, informational, tangible, and companionship (Safia, Chai, Frimpong, & Akram, 2019; Sheikh et al., 2019). Tangible support refers to the actual relationships and supports an individual can receive (Attar et al., 2020) while companionship support represents the primary source of identifiable value and emotional support (Badrinarayanan & Sierra, 2018).

Information support refers to the degree of support an individual perceives in the encoding and decoding process of information (Zhao et al., 2020). There is a link between recommendations and referrals and information support as more people are exposed to social media and use it to publish, share, and disseminate information or obtain resources (Feeney & Pierce, 2018; Guo et al., 2018). In a synchronous service, participants communicate through a real-time video conferencing system, where instant and timely interactions are important (Fang & Li, 2020). The emphasis on information support provides direct opinions, explanations, solutions and purchase plans for users' purchase problems, thereby enhancing users' trust in information resources (Zhao et al., 2020). Social support is mainly reflected in substantive support, emotional and emotional support, cognitive information support and language guidance support (Guo et al., 2018). It helps to enhance the intimacy between users (Feeney & Pierce, 2018). There is a close relationship between information support and reciprocity, reflecting people's tendency to benefit from each other. As asserted by the social penetration theory, this exchange of social benefits can lead to good relations among community members and enhance intimacy among actors (Islam et al., 2018; Lei et al., 2022; Yahav et al., 2020). Based on the above, the following hypothesis can be developed:

H1. *Recommendations and referrals have a positive influence on information support.*

- Evidential Social Commerce Influence

Social commerce is the process of applying social elements, such as attention, discussion, sharing, communication, and interaction, to the transaction process (Tajvidi et al., 2020). It is a social transaction model based on interpersonal networks and social media communication channels with trust as the core. It increases user-generated content, allows users to better participate in and interact with social networks, acts as a shopping guide, and produces interaction and sharing between users and enterprises (Safia et al., 2019; Sheikh et al., 2019; Ventre et al., 2021). Through online reviews, users can easily and frequently make informed purchasing decisions. Online reviews are often the most important source of information. Their quality determines the extent of their influence on online consumers (Banjarnahor, 2021). High-quality online reviews are clear, specific, and provide useful decision-making information (Singh & Chakrabarti, 2020;). Past research indicates that the higher the quality of online reviews, the more valuable the information provided to consumers, the greater the impact on consumers, and the stronger the guidance for consumers' purchasing decisions (Hsu, 2018; Podsakoff, MacKenzie, & Podsakoff, 2012). To further examine the embeddedness of social commerce, this study builds on the social exchange/infiltration theory and on the link between recommendation and referrals and online evidential influence (Agarwal & Narayana, 2020; Moilanen & Ikaheimo, 2019). The theory suggests that an individual's beneficial outcomes are based on his/her assessment of the costs and benefits of the exchange (Ferm & Thaichon, 2021). In the communication process, participants may gain recognition and understanding from user feedback, which may then influence each other's behavior (Ma et al., 2021). Therefore, the information provided by the community can promote the user's sense of trust and relationship commitment. A community users become more intimate, they are better engaged when exchanging information and posting comments, likes, and shares (Dang, 2021). Based on the above, the following hypothesis can be proposed:

H2: *Recommendations and referrals have a positive effect on evidential social commerce influence.*

- Moderating Role of Information Sharing

Highly analytical individuals will be very eager to actively and carefully search for information (Song & Liao, 2018). Besides, the more users of community information, the more support or intrinsic benefit they perceive (Tajvidi et al., 2020). According to the social penetration theory, the commitment to the community often changes how an actor behaves and how his/her relationships with others will evolve (Fernando et al., 2020; Pu, Wang, & Chan, 2020). Frequent access to online communities can improve the degree of information-sharing among users in the community (Bazi et al., 2019) and the relationship between members and promote interpersonal intimacy (Wang et al., 2017). However, this intimacy depends on whether the user is motivated to develop a relationship that exchanges information. With the deepening of users' emotional investment in the community, the degree of intimacy between users will be higher to obtain greater benefits from social networks and more information support (Feeny & Pierce, 2018; Zhao et al., 2020). The change in the nature of the relationship from shallow to deep requires users to make continuous efforts. Users' community information can be supported by lateral social connections in relationships established with other members (Lin & Kishore, 2021). Furthermore, valuable mechanisms are produced through interactions with other community members or information support (Dang, 2021). Based on the above, the following hypothesis can be developed:

H3: *The more online shopping information sharing consumers experience on social media, the more positive the influence of recommendations and referrals on evidential social commerce influence consumption.*

- Moderating Role of Forums and Communities

Forums and communities refer to a type of public opinion formed by freely posting comments and opinions and collecting certain wishes and demands. Forum allow communities to gain product knowledge from other consumers before making a purchase decision (Tseng et al., 2022). Even in the event a person is assigned to a new community, information posted by that community will still influence her/him even though there is no connection between members (Maia et al., 2018). According to Choi and Kim (2020), users' participation in forums and communities to obtain information support is believed to promote online evidential influence among them. Whenever a user's comments corroborate the group's ideas, a phenomenon of 'grabbing the popular' will develop in the comment area (Busalim & Ghabban, 2021; Meilatinova, 2021; Tseng et al., 2022). Moreover, self-esteem prompts users to influence actions online by creating groups (Chen et al., 2020; Fernandes et al., 2021). According to the social penetration theory, self-disclosure is a fundamental form of social exchange that becomes broader and deeper as relationships develop (Yahav et al., 2020). Shared understanding among group members is generated through a shared language and vision (Hsu, 2018). The form of self-disclosure will change with the state of the relationship frequently (Hsu, Chih, & Liou, 2015; Arenas-Gaitán, Rondan-Cataluña, & Ramírez-Correa, 2018; Banjarnahor, 2021). Accordingly, the following hypothesis can be developed:

H4. *The more consumers are exposed to online shopping forums and community social media, the more positive the influence of information support on evidential social commerce influence consumption.*

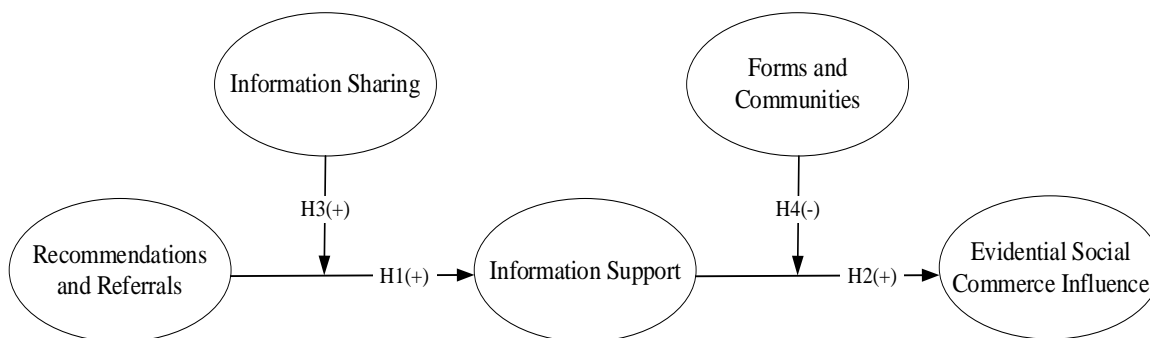


Figure 1: Conceptual Framework: A Social, Personal Perspective on Consumer Social Commerce Influence (created by the author for this study)

3. Methodology

- Data Collection and Sample

The sample in this study consists of Thai consumers who shop online. The respondents must have experience shopping using online platforms and use a smartphone. There are two main reasons for choosing Bangkok as the research background. First, as the capital of Thailand, Bangkok is a densely populated city characterized by a vibrant economy, which for many young people is an aspirational destination (Taecharungroj, Muthuta, & Boonchaiyapruet, 2019). Second, Bangkok is home to a wide variety of people who form a consumer mix. This study used convenience sampling to distribute questionnaires through various social media (e.g., Facebook, Instagram, Line) popularly used by Thais online. Based on the requirements of the sample group, some questionnaires were rejected. This was the case, for example, for those filled out by people with no online shopping experience.

In the end, 263 samples were kept. Of those respondents, 46.5 percent were females, 17.5 percent were 19 years old and below, 62.4 percent had received an undergraduate degree, and 36.5 percent earned a monthly income between 30,000 and 39,999THB (\$850-1.150)

- Measurements

The five-item scale used to measure users' perceived informational support, including emotional and informational support from online communities, was adapted from Sheikh et al. (2019). In addition, a five-item scale was used to measure recommendations, including relational and cognitive recommendations, and recommendation dimensions. The three-item scale pertaining to forums and communities was adapted from Ventre et al. (2021) and measured the extent to which respondents identified themselves as in-group members of a community. In addition, a six-item scale adapted from Bazi et al. (2019) was used to measure users' information sharing in an online community. The section on evidential social commerce influence includes a four-item scale with share, like, comment and purchase influence adapted from Fernandes et al. (2021). All the scores were five-point Likert scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree).

4. Findings

To ensure the appropriateness of each scale, a correlation analysis was conducted as well as a confirmatory factor analysis (CFA). Structural equation modeling (SEM) was assessed by convergent and discriminant validity. The results shown in Table 1 indicate that all the scales of interest had acceptable convergent validity with factor loadings ranging from 0.803 to 0.872, and AVE values ranging from 0.450 to 0.695, a larger range. All the square roots of the AVE values were greater than their corresponding inter-construct correlations, indicating that the validity was within the acceptable range.

Table 1: Means, Standard Deviation, and Correlation Coefficient(N=263)

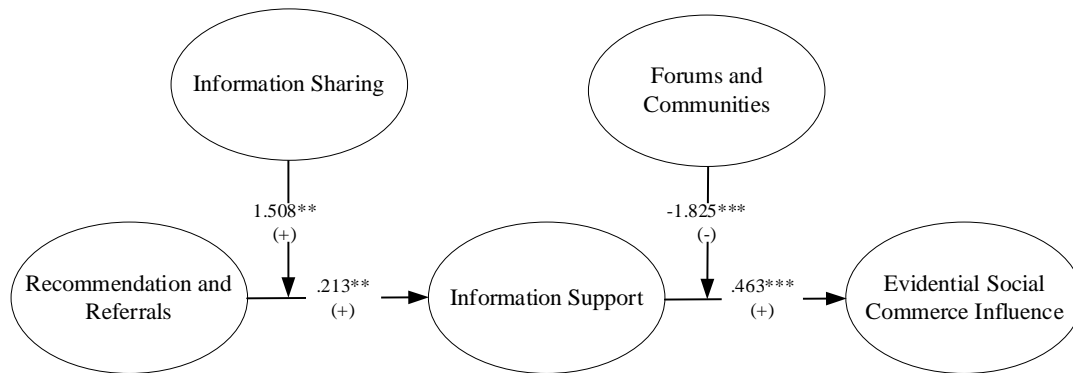
	Mean	SD	Item s	Correlation					Cronbac h's Alpha	CR	AVE
				1	2	3	4	5			
Evidential Social Commerce Influence	4.207	.70	4	.729					.796	.81	.531
Information Sharing	3.700	.86	3	.357**	.769				.805	.81	.592
Forums and Communities	4.025	.81	4	.562**	.446**	.711			.799	.80	.505
Recommendations and Referrals	4.300	.48	5	.170**	0.120	.199**	.671		.801	.80	.450
Information Support	4.216	.68	3	.207**	.274**	.356**	.392	.83	.870	.87	.695
			7				**	4		2	

Note:*. Correlation is significant at the 0.05 level (2-tailed).

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

***.α refers to Cronbach's Alpha; diagonal value is AVE's square root AVE.

Moreover, the results of the CFA revealed a good overall fit ($X^2/df = 1.579$, $GFI = 0.919$, $NFI = 0.893$, $CFI = 0.957$, $RMSEA = 0.047$). SEM, which was used to test the proposed model and hypothesized relationships among the constructs, showed a fairly good fit as well ($CFI = 0.987$, $RMSEA = 0.033$, $SRMR = 0.056$). An Analysis of Moment Structure (AMOS) was conducted to test the proposed models and relationships (Podsakoff et al., 2012). The framework presented in Figure 2 posits the moderating role of Information Support on the relationship between Recommendations and Referrals and Evidential Social Commerce Influence



Note: * significant at the 0.05 level (2-tailed); ** significant at the 0.01 level (2-tailed); *** significant at the 0.001 level (2-tailed).

Figure 2: Results of the Analysis

As can be seen in Table 2, Model 1 shows that this relationship is partially mediated by Recommendation and Referrals --> Information Support = 0.213, $p = 0.003$ and Information Support --> Evidential Social Commerce Influence = 0.463, $p = 0.000$, in support of H1 and H2 (Figure 2). The moderating effects of Information Sharing and Forums and Communities in the multiple models are presented in Models 2 and 3. They show the moderating effect of Information Sharing on Information Support and the moderating effect of Forums and Communities on the relationship between Information Support – Evidential Social Commerce Influence. H3 assumes that Information Sharing moderates the relationship between Recommendations and Referrals, and Information Support. The models detected a significant moderating effect ($\beta = -1.825$, $p > 0.000$). Finally, H4 predicts a moderating effect of Forums and Communities on the relationship between Information Support and Evidential Social Commerce Influence. The results showed that the moderation is significant ($\beta = 1.508$, $p < 0.006$). More specifically, as shown in Figures 3 and 4. H3 and H4 received statistically significant support through a hierarchical regression analysis. Thus, H1, H2, H3, and H4 were supported.

Table 2: Results of Structural Equation Path Estimations

	Model 1		Model 2		Model 3	
	Information support	Evidential social commerce influence	Information support	Evidential social commerce influence	Information support	Evidential social commerce influence
<i>Control variable</i>						
Age	-.132*	-.170**	-.114	-.117*	-.088	-.123*
Sex	-.187**	-.011	-.200**	.057	-.178**	.051
Education	.105	.177**	.120*	.142*	.126*	.134*
<i>Main effect</i>						
Recommendations and referrals			.114		-.525*	
Information support				.353***		1.299***
<i>Moderating effect</i>						
Information sharing			.244***		-.901*	
Forums and communities				.072		1.313***
Recommendations and referrals x Information sharing					1.508**	
Information x Forums and communities						-1.825***
R^2	.233	.226	.382	.438	.413	.499
ΔR^2	.054*	.051*	.146	.192	.171	.249
F -value	4.948**	4.630**	8.799***	12.198***	8.778***	14.142***

Note: * is significant at the 0.05 level (2-tailed).

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

*** is significant at the 0.001 level (2-tailed)

To interpret the moderating effect graphically, the moderator was redefined as high and low levels of forums and communities, measured as plus and minus one standard deviation from the mean, based on Preacher, Rucker, and Hayes (2007). The results indicate that the information support x forums and communities' interaction is positive, as postulated. As depicted in Figure 4, the effect of information support on evidential social commerce influence is stronger for a higher level of forums and communities. In summary, Model 3 had an adequate model fit: CFI = 0.987, RMSEA = 0.033, SRMR = 0.056. The models also explained the criterion variables well, with R^2 information support = 0.382 and R^2 evidential social commerce influence = 0.438.

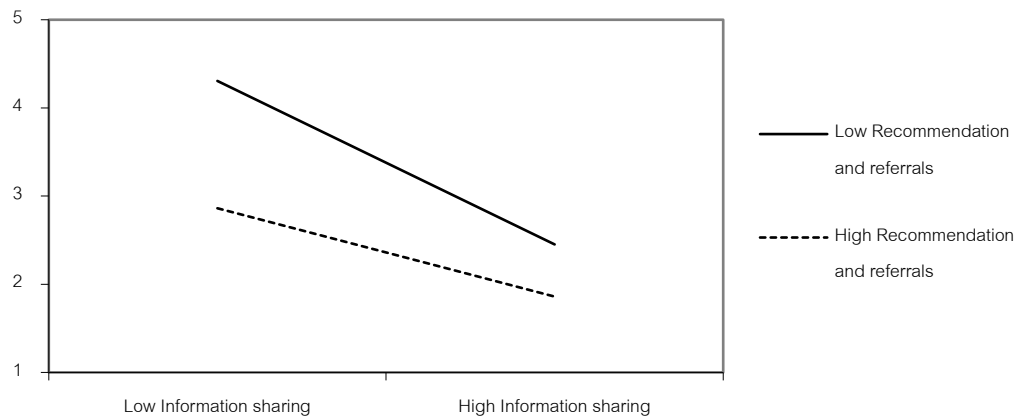


Figure 3: Moderating Effect of Information Sharing

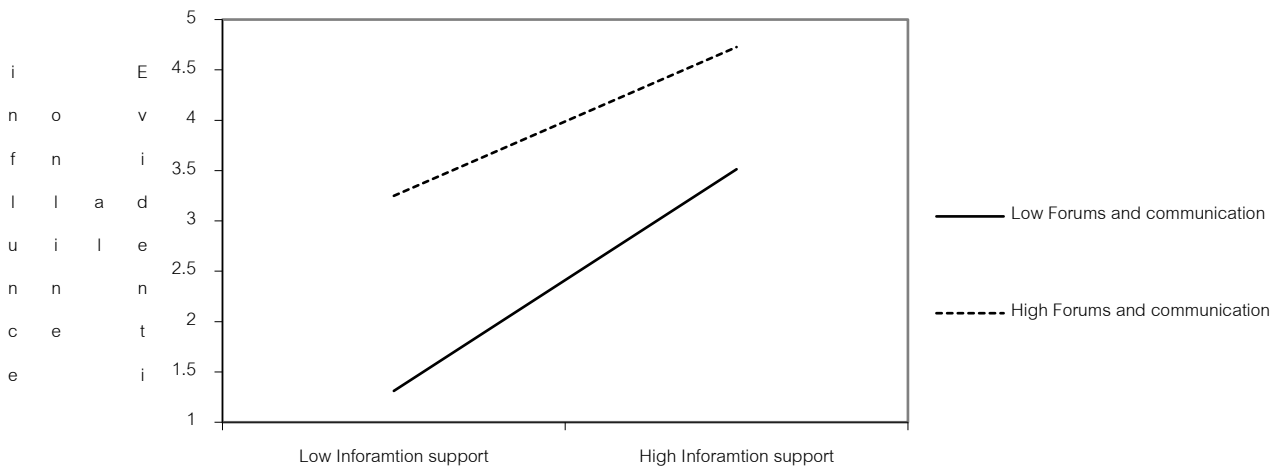


Figure 4: Moderating Effect of Forums and Communities

5. Discussion and Conclusion

This investigation is among the first in the social commerce/online shopping literature to examine the relationship between recommendations and referrals, information support, and evidential social commerce influence in online communities. It contributes to the existing literature by theoretically identifying and empirically testing the moderating role of forums and communities in relation to the link between information support and evidential social commerce influence. The findings support the model proposed in Figure 1 in that recommendations and referrals have a positive relationship with information support. When consumers get different information, for example, positive and negative information, their evaluation of the information will be affected by social aspects. The findings also indicate that information sharing moderates the relationship linking recommendations and referrals to information support. The more social commerce users identify themselves as in-group members of a community, the more likely they will engage in social commerce activities. Concurrently, forums and communities moderate the relationship linking information support to evidential social commerce influence, which indicates that consumers' high level of information sharing on social platforms necessarily moderates the relationship between the recommendation and referrals they receive and the information support they build within the social platforms.

The reason may be embedded in the very nature of recommendations and referrals. In particular, the fact that H3 is supported shows that consumers' high level of information sharing on social platforms moderates the recommendations they receive. It also moderates the relationship between recommendations and the informational support consumers build on these platforms. The main reason may be the quality of the information obtained. From a psychological perspective, when recommendations and referrals are received, the advice and suggestions imparted may create confusion and result in information overload. This echoes a study from Harris & Orth's (2020) who found that making use of recommendation and referral networks can be associated with increased rather than reduced stress, thereby resulting in a higher emotional cost to recipients. However, if the quality of the recommendations and referrals is high, the emotional costs will be mitigated. Consumers usually read online comments and suggestions about the product, which may lead to some confusion.

- Theoretical Implications

Social media operators play an important role in exchanging and sharing information (Sheikh et al., 2019). They provide network services to customers, including much of the content. Services include website promotion and network promotion, network marketing management, website improvement and change, website post update and maintenance, and website enterprise operation. The two most important services are website maintenance and promotion. Network operators should not only integrate the operational effects of the network from a network perspective, but also know provide multimedia services and applications to effectively use network resources, integrate network resources, and make them get the most effective use and benefits. While face-to-face interactions may still play an important role in influencing consumer decision-making, online communities present a huge opportunity for online operators to build intimacy through the community (Tajvidi et al., 2020). Active communities stimulate consumers' impulse to buy. To this end, informational support from virtual community members and their derived recommendations and referrals become value drivers for co-creation with distant others. Past research indicates that by going beyond traditional methods to assess the results of online social influence, methods such as purchase influence and e-WOM can have a psychological effect on purchases. e-WOM can provide either subjective recommendations or objective information. Subjective recommendations have a greater impact on purchasing behavior. The more e-WOM, the greater the impact on consumer purchase decisions.

This, however, is also a function of consumers' purchase behaviors, which can be divided into high involvement purchase decisions and low involvement purchase decisions. A different involvement will have a different impact on e-WOM. Online WOM is the product of the times. With the development and popularization of the Internet, it has become an important factor affecting consumer behavior (Arenas-Gaitán et al., 2018). This study contributes to the body of literature on social media in several ways. Its first contribution is the use of evidential social commerce influence as measured by the promotion of people's exchange on needed goods and social development. Although this novelty may seem subtle, this study sets a new research agenda by opening new research directions for the field of social commerce as it goes beyond e-commerce. Consistent with prior findings (e.g. Safia et al., 2019; Ventre et al., 2021), the rise of social media is one of the most important signs of social progress. Social influence has replaced traditional marketing and become social commerce. Companies hire people as network marketing service provider to promote product and service activities and communicate with consumers in a timely, relevant, customized, and cost saving way as part of the switch from the "one-to-one" to the "one-to-many" social communication model.

This online marketing media "to many" communication mode stands for openness, freedom, interaction, anonymity, and virtuosity. It also provides a convenient access to information, allowing enterprises establish many-to-many communication with customers on social media and exchange information between enterprises and users. Its second contribution is that, to address prior limitations, this study exploits the interaction between the social penetration theory, social forum, and community theory on the one hand, and the refinement possibility models on the other to identify both socially oriented drivers (i.e., information support and recommendations) and personally initiated drivers (i.e., information sharing and forums and communities) and better explain users' social commerce influence. Discussing the drives of forums and communities in this digital age generates symbiotic perspectives and enriches the social exchange/penetration theory by showing how personal and social perspectives collectively influence consumers' online shopping tendencies (Lei et al., 2022; Moilanen & Ikaheimo, 2019). Posting experiences with a product via social media, for example, via likes or retweeting, and commenting on messages, can be used to build an intimate relationship with customers.

- Study Limitations and Future Studies

Data were collected from online shoppers in Bangkok. This choice may pose a limitation on the generalizability of the findings. Future research is therefore encouraged to extend this investigation to other locations in Thailand. Moreover, one area of future investigation could assess the multilevel nature of the influence of social commerce platforms (social presence and fear of missing out) on individual social users' behaviors. Such an inquiry could remedy the literature gap, where there is a lack of consideration of the influence of consumers'/social commerce users' online shopping experiences on their social commerce intention. Online shopping experience may act as a direct or a moderating factor on customers' evidential social commerce influence, while consumers' social commerce attributes could work as another moderating condition. Finally, the model could be tested in different social commerce settings and differences among different virtual communities such as forums or real-time online chat systems compared, as these various contexts may yield greater insights. Some interviews and case studies could be employed in the process.

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