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Factors influencing consumer intention in social commerce adoption

Abstract

Purpose - Social media remarkably changed the way of interaction between the consumers and organizations. The increased acceptance of social media has given rise to social commerce (s-commerce) and s-commerce usage is gradually increasing over the last few years. The progressive development of technologies suggests that s-commerce will become the mainstream for marketing and a literature survey indicates that there have not been many studies in this area. The purpose of this work is to predict the factors influencing consumer intention towards the adoption of s-commerce.

Design/methodology/approach - This study uses a survey approach with reference to important behavioural factors such as satisfaction, ethics, trust, enjoyment/easiness, social pressure and awareness. The research model was developed to be in line with the available literature. The data was collected using a five-point Likert Scale and the research model was tested using least square regression.

Findings - The results showed that user intention is significantly and positively related to perceived trust, enjoyment/easiness, social pressure, satisfaction and awareness. Also, 'intention' was found to be a significant mediating factor for actual usage.

Research limitations/implications - First, the questionnaire was a "snap-shot" instead of longitudinal study. Second, future research should use other moderating variables that may affect the usage of social media. Also the study could apply a variant of research methods to include other techniques such as interviews, which allow for deeper understanding of the problem and issues.

Practical implications - Social media represents an important platform for electronic commerce (e-commerce) and has one of the most metamorphic impacts on business. Therefore, investigating the usage of social commerce with reference to important behavioural factors could provide valuable information for companies in establishing policies and strategies. It could also be useful for management studies and researchers in understanding the consumers' attitude towards usage of social media for commercial purposes.

Social Implications - Social commerce creates opportunities for firms. Based on findings this research provides insights with major implications for marketers, who would like to generate direct sales on social network platforms.

Originality/Value - Existing literature focuses largely on the effectiveness of social media. Only a handful has endeavoured to analyze social commerce systems and the literature on consumers' behaviour in using s-commerce is not mature yet. This study is one of the few studies in this field, and aims to predict and explain the user acceptance of social media for commercial purposes.

Key words Conceptual model, empirical study, electronic Mediated Environment, Human computer interaction (HCI), E-Service

Paper Type Research paper

1 Introduction

Social media is any form of online publication or presence that allows interactive communication, including, but not limited to, social networks, blogs, internet websites, internet forums, and wikis (NYC, 2012). The use of social media sites is gradually increasing and, over the past few years, social networking has attracted people in such a way that it has become a daily part of their daily lives (Gayathri et al., 2012). The Internet users in the U.S. in 2012, 71% of women used social media sites in comparison to 61% men, while 86% of 18-29 year-old individuals used these social media sites and 72% were in 30-49 age group (Brenner, 2012). Social media is used by a majority of traditional age college students in the U.S. within a range of 86% (Pew, 2011) to 95% (Sago, 2010).

Social media represents one of the most important platforms for electronic commerce (e-commerce) and amplifies the ability for communication with large numbers of consumers – be it organization to consumers or consumer to consumers (Mangold & Faulds, 2009; Sago, 2010; Evans, 2012). It has one of the most metamorphic impacts on business (Aral et al., 2013) and remarkably revolutionize the way the consumers and organizations interact (Todri and Adamopoulos, 2014). Social media tools provide improved communication and collaboration between firms and their stakeholders (e.g., customers, suppliers, business partners) (Burke, Fields, & Kafai, 2010; Culnan, McHugh, & Zubillaga, 2010), an innovative way for firms to identify products with high selling potentials (Liang & Turban, 2011), and a better channel for attracting and retaining online customers (IBM, 2009). The increased acceptance of social media has given rise to social commerce due to the increased popularity of Social Networking Sites (SNS) such as Facebook, LinkedIn, and Twitter (Liang et al., 2011). Social commerce (s-commerce/SC) is a new form of electronic commerce that involves using social media that supports social interaction and consumer contribution to assist online buying and selling of products and services (Shen & Eder, 2011; Zhou et al., 2013).

Interactive and direct social media communication with customers, colleagues and business partners may provide an important impetus for companies (Oehri and Teufel, 2012). For this implication, e-retailers have implemented several social programs, such as Social Media Commerce, as an effective medium for the distribution of their goods and services (Khan and Sadiq, 2015). Additionally, s-commerce is widely used in the daily-life activities of consumers. For instance, research by McKinsey has indicated that there are more than 300 million consumers in China who use social media to obtain product information (Chiu et al., 2012). As to business activities of companies, it was reported that 92% of the people in South Africa access Facebook during TV prime time hours (Fripp, 2014). Another source, KryptoniteDigital.com (2014a,b), provides estimates that are more specific to Asia. For example, 85% of marketers point to social media as a major source of business exposure; 48% are able to reduce expenditures using various social media sites; and 45% of small and big retailers are registered on social media to drive sales. Booz and Co. (2011) predicts that worldwide sales in s-commerce would rise approximately six times from USD 5 billion in 2011 to USD 30 billion in 2015.

The progressive development of technologies suggests that the era of s-commerce will eventually become the mainstream for marketing, following the success of SNS (Marsden, 2010; Stephan & Toubia, 2010). Additionally, the benefits gained from s-commerce depend on the behaviour of individuals on online platforms and the information that is shared or spread publicly via such platforms. Therefore, s-commerce has become an important area of exploration for university and industry researchers interested in online technologies and their impacts on consumers and businesses (Lee and Phang, 2015). However, Lee and Phang (2015) further argued that the history of social media is relatively brief, and there are not many studies in this area while there is outstanding research opportunities to obtain a deeper and more comprehensive understanding of how s-commerce can be leveraged to enhance the quality of e-commerce.

Having considered all these, the main objective of this study is to investigate the usage of s-commerce mediated by intention with reference to important behavioural factors such as satisfaction, ethics, trust, enjoyment/easiness, social pressure and awareness. These factors were selected to be in line with the available literature.

The rest of the paper is organized in six sections. The following section reviews related literature towards the development of our hypotheses. Section three develops the research model and hypotheses. The research instrument, along with the data and empirical findings are described in section four. Discussion follows in the next section. Finally, the last section highlights the conclusions and some of the limitations of the study that chart the avenue for future research.

2 Hypothesis

Figure 1 demonstrates a model for research. The variables included in the research model are hypothesized as follows:

Ethics

The importance of Information Systems (IS) ethics has attracted the interests of academic communities especially during the last two decades. The IS literature provides studies including questions as to what counts as right and wrong, and moral or immoral since ethical attitude is an important component of IS technology acceptance (Stahl et al., 2014). This is also seen in research, which focus on the behaviour of users in the field of social media. In recent years, there is a tendency among companies towards using social media for their commercial activities and businesses, and entering the social media world will bring them face to face with ethical challenges. Social network technology raises certain ethical issues with current life style (Taherdoost, 2011) and understanding of ethics has not been explored on a large scale (Guo, Wang, & Leskovec, 2011). Against this backdrop, the following hypothesis is postulated.

H1: Perceived Ethics (PE) has a significant positive influence on Behavioural Intention (BI) to use SC.

Trust

Trust is ascertained to be a strong significant factor in Internet studies (Eriksson, 2004) and referred to as one of the most important components in s-commerce because of the high

degree of uncertainty (Aladwani, 2003; Al-Gahtani, 2011; Alshibly, 2015). Security and reliability are proposed as factors in the center of trust in the Internet (Alshibly, 2015). The Internet usage intention is affected by users' perceptions on security (Mulero and Adeyeye, 2013) and individuals are especially suspicious about security in online commerce activities (Turan, 2012). This suggests that secured access will increase consumer willingness towards online purchasing, and that optimum use of online commerce can be reached through taking security into consideration by enterprises with different sizes (Mulero and Adeyeye, 2013). S-commerce is a new way of conducting business that takes place in the social media since Internet has become an important means for online commerce (Grewal and Shiwani, 2012). The practical utility of proposing reliability is that web users are considerably influenced by this variable mainly through trustworthiness to mitigate risks. It can be regarded as one of the most important constructs in beliefs related to trust (Al-Gahtani, 2011). According to Alshibly (2015), perceptions regarding quality are part of online commerce and they mainly involve reliability. This means that an understanding of s-commerce security and reliability is important in s-commerce studies. As a result, a mediating construct trust from security and reliability is developed and the following hypothesis is proposed.

H2: Perceived Trust (PT) has a significant positive influence on BI to use SC.

Enjoyment/Easiness

Enjoyment and easiness are proposed as salient factors related to hedonic motivation in Internet studies. They are the two main drivers to shop online (Ramayah and Ignatius, 2005). In many cases, consumers with a hedonic motivation seek the enjoyment of the process rather than the utility of the purchased product (Mikalef, Giannakos & Pateli, 2012). Hirschman and Holbrook (1982) proposed that stores containing intrinsically enjoyable elements facilitate greater user participation in traditional shopping. Enjoyment is an important experiential aspect in offline shopping (Morris, 1987). Enjoyment was also reported to influence the decision to adopt online commerce (Mikalef, Giannakos & Pateli, 2012) and it is one of the three common determinants of attitude/intention within the web context (Hassanein and Head, 2009). Therefore, it is emerging as an essential factor in online shopping with significant impacts on online consumers' attitudes (Koufaris et al., 2001–2002). The practical utility of proposing easiness is that web users are considerably influenced by this variable, mainly because enjoyment is coupled with ease of engaging in the mechanisms of the technology (Ramayah and Ignatius, 2005). In order to capture the extent of these antecedents following hypothesis is proposed.

H3: Perceived Enjoyment/Easiness (PEE) has a significant positive influence on BI to use SC.

Social Pressure

In their original article introducing Theory of Reasoned Action (TRA) model, Fishbein and Ajzen (1975) stated that individuals' behavioural intentions are affected by their attitudes and social norms. Social norms conceptualize social aspects in IS adoption research and are defined as pressure from others to use new technology (Venkatesh et al. 2003). As specified by Goldsmith and Horovitz (2006), and Shin (2013) online consumers' behaviour is strongly influenced by people, who they know and trust. This implies that social pressure is a key behavioural antecedent to the use of s-commerce. "Social pressure is a determinant of attitude to perform or not perform the behaviour and is proposed to be included as a behavioural

norm in s-commerce studies (Celuch et al., 2007). According to Zeng et al. (2009), little academic research addresses the concerns about how to convince users to be more receptive in online s-commerce activities” As a result, we formulate the hypothesis below.

H4: Perceived Social Pressure (PSP) has a significant positive influence on BI to use SC.

Satisfaction

A number of studies have investigated satisfaction and its relations with attitudes in using Information and Communication Technologies (ICT) (see, for example, Chiu & Wang, 2006; Wixon & Todd, 2005; Dalcher & Shine, 2003). Social networks provide socio-technical environments, where users establish relationships to communicate and exchange information and knowledge as well as receive services (Shipps & Phillips, 2013). The results of Baroudi, et al. (1986) demonstrate that user involvement in the development of IS will enhance both system usage and user’s satisfaction with the system. Their study provides evidence that user’s satisfaction with a system can lead to greater system usage. Additionally, Wixon & Todd (2005) found satisfaction to have a strong predictive support for actual usage and proposed that satisfaction factors should be integrated to provide a richer and better understanding of BI. Shipps & Phillips (2013) have also pointed to the integrative nature of satisfaction in this sense. All of this means that satisfaction is multidimensional and should normally be determined by the social and interactive aspects of social environments such as usefulness, productivity, easiness, experience and expectations (Shipps & Phillips, 2013; Wixon & Todd, 2005; Saade & Bahli, 2005). As social shopping and social network/e-commerce environments become more popular, there will be a need to understand interactivity in social environments including satisfaction (Shipps & Phillips, 2013). To fill this gap, the following hypothesis is proposed.

H5: Perceived Satisfaction (PS) has a significant positive influence on BI to use SC.

Awareness

Social Network interactions and effects of peer factors have been studied in the literature and prior studies support the existence of the key role of awareness in using ICT. For example, Michaelidou et al. (2011) found that awareness is the most prominent reason for adopting ICT for enterprises and lack of awareness is the main reason for insignificant usage of technology (Abdullah & Gibb, 2006). Todri and Adamopoulos (2014) demonstrated that peer effects in using s-commerce could generate thorough awareness, which can be taken as an indication of the fact that any misconception or lack of understanding on technology may have a severe impact on businesses. This is especially more critical for small businesses since they have limited amount of resources (Dahnil, et al., 2014). Therefore, the impact of s-commerce awareness on consumers’ intention needs further investigation for managers who strive for thrival of their firms in formidable global competitions, so that they can chose appropriate strategies for capitalizing on existing social networks to promote their brands. Against this backdrop we propose our next hypothesis.

H6: Perceived Awareness (PA) has a significant positive influence on BI to use SC.

Behavioural Intention

It is generally accepted in the literature that BI is amongst the factors used to explain adoption of ICT in academic research. There exist many similarities in research findings regarding

users' intention and their ICT adoption. Studies by Turan (2012), Mulero & Adeyeye (2013), Todri & Adamopoulos (2014) and Alshibly (2015) are some of these examples. However, it is a common observation that people often fail to act in accordance with their stated intentions (Ajzen, et al., 2004). Additionally, in IS adoption research, the value gained by the s-commerce use has not yet gained much attention, and further research should be encouraged in order to provide a more comprehensive understanding of the intentions to use new technology (Celuch et al., 2007). These lead to the development of the following hypothesis.

H7: BI to use SC is significantly positively related to Actual Usage (AU) of SC.

[FIGURE 1 NEAR HERE]

3 Research Methodology

This research involved a field study that examines the relationship between the selected factors on actual behaviour for SC through BI. The research instrument consists of a questionnaire containing 18 research questions grouped under eight constructs. The questions are modified from various sources in order to gather information according to the purpose of this study and inquiring data as given in Table 1. Therefore, the corresponding constructs are in line with prior literature. The questionnaire includes two additional items, gender and age, for descriptive purposes only. Linear least square regression modelling approach has been used to predict the relationships.

[TABLE 1 NEAR HERE]

The sample was limited to Information Technology (IT) professionals, who were the attendees of annual three-day conference organized by the Turkish Informatics Association (TIA) since s-commerce is a new concept and IT professionals are observed to have higher awareness on the issue than other groups. The data was collected using a five-point Likert Scale (5=strongly agree, 4=agree, 3=average, 2=disagree, 1=strongly disagree) for each item (Table 1). A total of 142 completed survey questionnaires were obtained.

The Cronbach's alpha was calculated to be 0.704. This indicates that all the items in the test exhibit high reliability and measure the same concept. The maximum likelihood extractions with varimax rotations were computed and the factor loadings for multi-item constructs PE, PT, PEE, PSP, PS, PA, BI and AU were observed to be 0.634, 0.763, 0.843, 0.694, 0.843, 0.684, 0.883 and 0.809, respectively (Table 1). This can be used as evidence of the fact that all the items in the test exhibit high reliability and measure the same concept (Tavakol & Dennick, 2011). According to Table 1, item loads are all greater than 0.70 showing the existence of construct validity (Workman, 2014). The internal reliabilities of multi-item constructs given in the last column of Table 1 also exhibit adequate reliability. For establishing content validity, the items and their corresponding constructs were adapted from prior studies and modified according to the context of the present study.

4 Results

Descriptive Results

According to the descriptive results (Table 2), most of the respondents are male (62.9%) and younger than 31 years old (63.0%). Among younger males, who indicated their age to be less

than 31, 65.4% declared usage of SNS for commercial purposes to be “average or more”. This percentage for female respondents is lower (56.6%). However, this difference between males and females was not found to be significant (Chi-Square = 2.128; DF = 4; P-Value = 0.712). In the ICT usage domain, these percentages are higher. In other words, 77.2% of the males and 76.0% of females younger than 31 years of age use ICT for commercial purposes. However, similar to SNS usage, the difference between genders was not found significant (Chi-Square = 2.529; DF = 4; P-Value = 0.639).

[TABLE 2 NEAR HERE]

Test Results

The proposed hypotheses based on the research model were tested individually using the least-squares regression analysis technique, and the pertaining results are given in Figure 1 along with their perspective path coefficients.

Overall, six out of seven hypotheses were supported by the data at either 0.01 or 0.05 significance levels. In other words, the results show that PE appears to be the only factor that does not have any influence on BI and we reject H1. This means, considering social media ethics for commercial purposes does not have a significant influence on the intention of AU. The factors PT, PEE, PSP, PS and PA all have a significant positive influence on intention and, therefore, H2, H3, H4, H5, and H6 are accepted. The correlation between these factors and intention are all significantly high and coefficients were found as 0.645, 0.698, 0.562, 0.739 and 0.570. Infact, PEE and PA appear to be the most critical factors in this sense since their coefficients are observed to be highest of all (0.207 and 0.150, respectively). This means that the companies which aim to use s-commerce should primarily concentrate on increasing awareness of their customers and develop a user- friendly tool, which will also contribute to customers’ enjoyment. Additionally, BI was also found to have a significantly high influence (coeff=0.709) on AU with the correlation of 0.696. The total indirect effect of PT, PEE, PSP, PS and PA on AU was observed as 0.336 (0.709* (0.0737+0.2065+0.0305+0.0133+0.1497)) (Al-Gahtani, 2011). Although PE is not significantly related with BI, it has an indirect link with AU and its indirect effect on AU is 0.011 (0.709*0.015).

5 Discussions

The discussions on the influence of selected behavioural factors on usage of s-commerce are given in the following paragraphs.

Perceived Ethics

Ethical issues are related to decisions made by individuals who are responsible for the consequences of their actions. The web environment is quite different from that of the traditional businesses and represents a new environment of unethical behaviour. Ethical violations in conventional business may be encountered in s-commerce, in which additional ethical problems such as web spoofing, cyber-squatting, privacy invasion, online piracy, email spamming etc (Grewal and Shivani, 2012) may be experienced (Akdogan, et al., 2012). Interestingly, PE appears to be the only factor that does not have any influence on BI in this study. This means, individuals do not pay significant attention to ethical issues when they use s-commerce. This is probably due to the fact that behaving ethically is often practical because most of the time we are honest, we keep our promises, we do not steal, and we do our jobs

(Grewal and Shivani, 2012). As stated by (Grewal and Shivani, 2012) behaving ethically in personal or professional spheres, is usually not a burden. Another interpretation for our finding is that awareness of ethical issues is not amongst the determinant factors in using social media for commercial purposes. This may be due to the reason that people are not quite aware about various unethical behaviour issues and its implications in the future. Therefore, in the business context, doing well in taking precautions against unethical behaviours to protect consumers corresponds closely with good business in the sense that consumers will more likely be pleased with doing s-commerce with those businesses (Grewal and Shivani 2012). This is because ethics impact all dimensions of business and, hence, good ethical standards in the online world is a direct reflection of online business and organization's brand image (Grewal and Shivani, 2012). Our finding is parallel with Tahat, et al. (2014), who reported the existence of a general awareness of ethical issues concerning IT, and no significance for the role of ethics in using IS.

Perceived Trust

With a high level of risks and existing uncertainties in the Internet environment, trust is a critical factor, especially in e-commerce transactions (Wang & Tong, 2010). Additionally, trust is reported to be important for online interaction success (Dwyer et al., 2007; Coppola et al, 2004). Also, in this study PT has an important effect on the intention of AU of s-commerce. This is supported by Koufaris and Hampton-Sosa (2004) that trust is the most common reason why consumers do not make purchases online - an issue which, Wang et al. (2008) consider one of the biggest hindrances in the growth of e-commerce worldwide. Trust is especially significant in the online environment to positively impact consumers' attitudes and purchasing intentions (Corritore et al., 2003). Furthermore, since trust is created within the context of a social environment (Blau, 1964), social presence is a necessary condition for the development of trust (Gefen et al., 2003). Gefen et al. (2003) argued that a lean social presence environment may facilitate information hiding and untrustworthy behaviour, while a high social presence can engender trust among participants. Shen (2012) suggested that there may be individual differences in terms of the level of trust with the information provided by other online shoppers as well as the strength of strong versus weak social relationships. Lu and Fan (2014) also reiterated that social presence contributes significantly to the building of trustworthy online exchanging relationships. Online trust seems to be important for improving customers perceived value, which implies that in order to attract more current customers to continue purchasing online, the service providers must try to establish an impression that they are honest with their customers and care about their needs, which can then enhance the degree of the customers' perceptions of trust (Alshibly, 2015). Al-Omari and Al-Omari (2006) claim that building trust is a core requirement for establishing new relationships concerning security, confidentiality, integrity, non-repudiation and trust, especially in an online virtual environment.

Perceived Enjoyment/Easiness

Perceived Enjoyment and Perceived Ease of use are closely related factors in IT/IS - related issues (Venkatesh, 2000) and, therefore, they are used in the same construct in this study. Enjoyment is an intrinsic motivation (Davis et al., 1992) that describes how an individual perceives something to be enjoyable, apart from any performance consequences that may be anticipated (Carroll, 1988). Koufaris et al. (2002) observed that enjoyment has emerged as an essential factor in online shopping with significant impacts on online consumers' attitudes. Moreover, interestingly, Lombard and Ditton (1997) argued that perhaps the most prominent

psychological impact of social presence is enjoyment. In general, a system or technology that is perceived to be easy to use or learn would be anticipated to be more useful to the user (Ramayah and Ignatius, 2005). The factor PEE was found to be a critical since this factor, along with intention, is significantly related in this study. Venkatesh (2000) supported our view that perceived enjoyment and perceived ease of use were also positively associated and have a significant influence on intention. More recent findings indicate that perceived enjoyment, perceived ease of use and intention to are found to correlate with each other (Khan and Sadiq, 2015). Additionally, the continued user's usage intention of social networking services have been shown to be predicted by user Perceived ease of use and perceived enjoyment (Kim, 2011). Hence, an s-commerce website with satisfactory content should provide relevance, accuracy, understanding and usefulness information for consumer (Susser & Ariga, 2006) since it can significantly influence their attitudes towards adoption of s-commerce (Hasan & Abuelrub, 2011).

Perceived Social Pressure

The factor PSP is related with positive effect on the motive of AU of social media considered as a normative social influence in our study. Our finding is supported by Khan and Sadiq (2015), who indicated the presence of positive correlation between perceived social support on consumer intention and usage of s-commerce. Normative social influence refers to conformity to the expectations of another person or group and creates social pressure for people to adopt a product or a service because people not adopting the product may be treated as "old fashioned" regardless of their preference toward the product (Kim and Srivastava, 2007). The more channels there are, the greater the effect that people can get from social networking groups. This can be also interpreted as more social media interaction ties can bring higher group pressure and lead one to conform to the group (Kwahk and Ge, 2012). According to Social Impact Theory, the more important a group is, the closer the distance is between the group and oneself; therefore, the more likely it is for one to conform to the group's normative pressures (Latane, 1981).

Perceived Satisfaction

Research has shown that the adoption and satisfaction levels of IS and products are associated with user perceptions of entertainment provided by technology (Kim, Choi & Han, 2009; Kim & Han, 2009). In this study as well, PS has paramount leverage on the motivation for AU of social media. Recently, Chen et al. (2015) found in their study that satisfaction is one of the main determinants of consumers' intention to re-purchase. Customers' satisfaction with transactions, including purchasing, can be viewed in different ways, e.g., comparing the costs one incurs from engaging in the transaction with the benefit he or she expects to receive (Churchill Jr & Surprenant, 1982); or evaluating whether a product or service meets expectations (Zeithaml & Bitner, 2003). The IS literature has highlighted satisfaction as important both for holding down costs through customer retention (versus more costly new customer acquisition) (Parthasarathy & Bhattacharjee, 1998) and for encouraging customers' loyalty and continued purchasing (Shankar, Smith, & Rangaswamy, 2003). Recently Chen and Lin (2015) supported the view that the level of satisfaction of users with an information system or service affects their willingness to continue using it.

Perceived Awareness

The factor PA has an evident positive effect on the purpose of AU of social media in this survey. In particular, such disseminating features have the potential to impact the decisions of the users' social neighbours through a different set of influence processes, including those that raise awareness, and also, those that persuade individuals to change their expectations of the utility and consumers' social activities can increase product awareness (Aral, 2011).

6 Conclusion and Limitations

In this study, PT, PSP, PS and PA all were found to have significant positive influence on intention of AU of social media. The factor PE appears to be the only factor that does not have any influence on BI in this study. These findings may enhance the readers' and IS professionals' understanding of the social media commerce and start a discussion on the implications that will help guide IS practitioners as they develop effective strategies and tactics to penetrate the highly competitive cyber markets. The findings of this study must be considered in light of its limitations. First, this study was based on data collected by a "snapshot" questionnaire and a longitudinal study may help to have a better understanding. Second, since the respondents are highly educated and are professionals, caution must be taken in generalizing the results. Future research should use age, level of education and other moderating variables that may affect the usage of social media. This may provide valuable information for electronic marketing strategists. Also the study could apply a variety of research methods to include other techniques such as interviews, which allow for deeper understanding of the problem and issues. Furthermore, a larger sample from national or international populations can improve the findings of the study.

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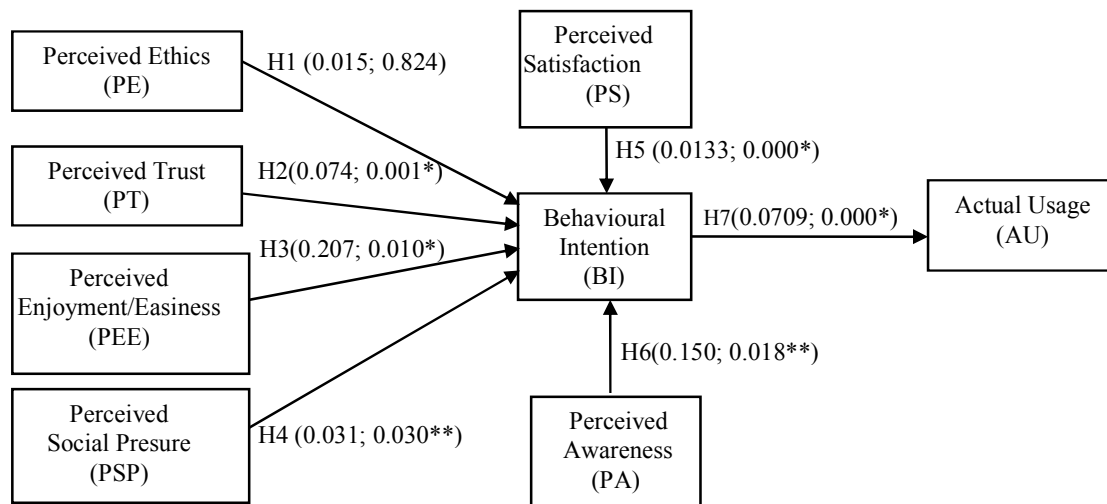


Figure 1. Research model. The boxes and arrows represent constructs and casual effects respectively. The first numbers in the parantheses show path coefficient values and the second ones stand for p-values. The superscripts * and ** show significance at 0.01 and 0.05 levels respectively.

Table 1. List of variables, constructs and corresponding items

Construct/Variable name	Item	Item Loadings	Const. Loadings
Gender	Male/Female	-	-
Age	<20, 21-30, 31-40, 41-50, >50	-	-
Perceived Ethics (PE)	Are you familiar with social media ethics?	0.813	0.634
	Are you familiar with social commerce ethics?	0.813	
Perceived Trust (PT)	Do you always prefer to use SC websites, which display a security policy statement?	0.788	0.763
	Do you think SC is a reliable alternative for your commercial activities?	0.788	
Perceived Enjoyment/Easiness (PEE)	Do you think SC is easy to use?	0.854	0.843
	Do you think SC is an enjoyable alternative for your commercial activities?	0.854	
Perceived Social Pressure (PSP)	Do people, who are important to you, expect you to practice social commerce?	0.894	0.694
	Do people, who are important to you, practice social commerce?	0.818	
Perceived Satisfaction (PS)	Does using SC meet your expectations in terms of commercial activities?	0.876	0.843
	Does using SC increase your productivity in your commercial activities?	0.915	
	Do you find SC useful?	0.855	
Perceived Awareness (PA)	Are you familiar with social media in general?	0.871	0.684
	Are you familiar with social commerce?	0.871	
Behavioural Intention (BI)	Do you intend to use social commerce in the future?	0.898	0.883
	Do you intend to use social commerce on a regular basis?	0.898	
Actual Use (AU) of SC	Do you use SNS for your commercial activities?	0.883	0.809
	Do you use ICT for your commercial activities?	0.883	

Table 2. Descriptive results

Variable	Number	%
Gender	143	100.0
Male	90	62.9
Female	53	37.1
Age	143	100.0
<21	24	16.8
21-30	66	46.2
31-40	26	18.2
41-50	15	10.5
>50	12	8.3
SNS usage for commerce	143	100.0
Very low	37	25.9
Low	16	11.2
Average	34	23.8
High	26	18.2
Very high	30	20.9
ICT usage for commerce	143	100.0
Very low	10	7.0
Low	21	14.7
Average	28	19.6
High	50	35.0
Very high	33	23.1
Unknown	1	0.6