



ISTANBUL TICARET UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION

Understanding social commerce intention in the Turkish market

MASTER THESIS

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Thesis Advisor: Dr. Öğr. Üyesi Sabri ÖZ

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ETHICS STATEMENT

I dedicate all the required information in this title, 'Understanding Social Commerce Intention in the Turkish Market, Mediated by Customer relationship quality and Perceived risk, ' which has been written in accordance with academic manners and ethical commitment. I would clarify that all the materials, sources, data, and extra inputs have benefited well throughout the writing procedure of this thesis. All matters contained in this thesis are my opinion and do not reflect the official view of Istanbul Ticaret University.

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ABSTRACT

Social commerce (SC) is an effective instrument for enterprises aiming to expand their customer base and enhance revenues. By mastering the implementation of social media platforms (SMP) and surmounting the accompanying hurdles, enterprises may achieve significant achievements in digital commerce. The article investigates the impact of social commerce information sharing (SCIN) on both buying intentions and PR in Turkey. This examines the influence of SCIN on customer relationship quality (CRQ) characteristics, including brand trust, commitment, and satisfaction. The study intends to investigate the mediating of CRQ measures, PR, and the reducing impact of online reviews. The current study employs a sample of 314 participants from Turkey to examine the relationship between SCIN, brand trust, commitment, satisfaction, perceived risk (PR), and purchase intention (PI). The proposed conceptual model is tested using the Structural Equation Modeling-AMOS statistical approach. The results show that SCIN strongly predicts PI, and CRQ dimensions, such as brand trust, commitment, and satisfaction, mediate this association.

Furthermore, the study reveals that PR does not directly mediate the relationship between SCIN and PI. Instead, it confirms that PI is a significant consequence of CRQ dimensions and PR. The results also indicate that online reviews do not moderate the relationship between SCIN and customer outcomes, such as PR and PI. In summary, this study underscores the pivotal role of SCIN in influencing the decision-making process of Turkish customers, particularly in the context of making purchases. The findings carry significant practical implications for marketers of SMPs aiming to influence Turkish consumers, providing valuable insights to enhance their strategy in the Turkish market.

Keywords: Social media commerce, social media marketing, customer relationship quality, perceived risk, purchase intention, social media science.

ÖZET

Restoran Sektöründe Sosyal Medya Etkileşiminin Çevrimiçi Etkileşim ve Müşteri Katılımının Aracılığıyla Müşteri Ziyaret Niyeti Üzerindeki Etkisi

Sosyal ticaret, müşteri tabanını genişletmeyi ve gelirleri artırmayı amaçlayan işletmeler için etkili bir araçtır. Sosyal medya platformlarının (SMP'ler) uygulanmasında ustalaşarak ve beraberinde gelen engelleri aşarak, işletmeler dijital ticarete önemli başarılar elde edebilirler. Makale, sosyal ticaret bilgi paylaşımının (SCIN) hem satın alma niyetlerinin hem de algılanan riskin Türkiye'deki etkisini araştırmaktadır. Bu, SCIN'in marka güveni, bağlılığı ve memnuniyeti de dahil olmak üzere müşteri ilişkileri kalitesi (CRQ) özellikleri üzerindeki etkisini inceler. Çalışma tam olarak CRQ önlemlerinin arabuluculuğunu, algılanan riski ve çevrimiçi incelemelerin azaltıcı etkisini araştırmayı amaçlamaktadır. Mevcut çalışmada, SCIN, marka güveni, bağlılık, memnuniyet, algılanan risk (PR) ve satın alma niyeti (PI) arasındaki ilişkiyi incelemek için Türkiye'den 314 katılımcıdan oluşan bir örnek kullanılmaktadır. Önerilen kavramsal model, Yapısal Denklem Modelleme-AMOS istatistiksel yaklaşımı kullanılarak test edilir. Sonuçlar, SCIN'in PI'yi güçlü bir şekilde öngördüğünü ve marka güveni, bağlılık ve memnuniyet gibi CRQ boyutlarının bu ilişkiye aracılık ettiğini göstermektedir. Ayrıca, çalışma PR'nin SCIN ve PI arasındaki ilişkiye doğrudan aracılık etmediğini ortaya koymaktadır. Bunun yerine, PI'nin CRQ boyutlarının ve PR'nin önemli bir sonucu olduğunu doğrular. Sonuçlar ayrıca, çevrimiçi incelemelerin PR ve PI gibi SCIN ile müşteri sonuçları arasındaki ilişkiyi denetlemediğini göstermektedir. Özetle, bu çalışma, SCIN'in Türk müşterilerinin karar alma sürecini, özellikle de satın alma süreçlerini etkilemedeki önemli rolünün altını çizmektedir. Bulgular, Türk tüketicilerini etkilemeyi amaçlayan SMP pazarlamacıları için önemli pratik sonuçlar doğurmakta ve Türkiye pazarındaki stratejilerini geliştirmek için değerli bilgiler sağlamaktadır.

Anahtar Kelimeler: Sosyal medya ticareti, sosyal medya pazarlaması, müşteri ilişkileri kalitesi, algılanan risk, satın alma niyeti, sosyal medya bilimi.

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TABLE OF CONTENTS

ETHICS STATEMENT	i
ABSTRACT	ii
ÖZET	iii
ACKNOWLEDGMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF ABBREVIATIONS	x
Part 1. Introduction	1
1. Background and context	1
2. Problem statement.....	2
3. Research questions.....	2
4. Objectives of the study	3
5. Hypothesis	4
6. Significance and scope of the research	5
Part 2. Literature Review	7
1. Social Commerce Information Sharing (SCIN).....	7
1.1. Social Commerce and E-Commerce	9
1.2. Social Commerce and Social Shopping	11
1.3. Social commerce content type	12
1.3.1. Social network inspired revenue.....	13
1.3.2. Competitors suggestions	13
1.3.3. Social shopping platforms.....	13
1.3.4. Collective purchase platforms	13
1.3.5. Other.....	14
2. Customer relationship quality (CRQ).....	14
2.1. Trust	14
2.1.1. Importance of Trust in E-Commerce	15
2.2. Satisfaction.....	16
2.2.1. Customer Satisfaction Indicators:	17
2.3. Commitment.....	18

2.3.1. Dimension of commitment.....	19
2.3.1.1. Affective commitment:	19
2.3.1.2. Continuance commitment:	19
2.3.1.3. Normative commitment:	20
2.3.2. Commitment and Work Performance:	20
3. Perceived risk (PR)	22
3.1. Perceived Risk and Purchase Intention	23
4. Purchase intention (PI).....	23
5. Online reviews (OR).....	25
6. Hypothesis Development	26
6.1. Social Commerce Information Sharing and Purchase Intention	26
6.2. Social Commerce Information Sharing and Risk.....	26
6.3. Social Commerce Information Sharing and Customer Relationship Quality	27
6.4. Customer Relationship quality and purchase intention.....	28
6.5. Risk and Purchase Intention.....	30
6.6. Mediator Hypotheses:	30
6.7. Moderator Hypotheses	31
Part 3. Methodology	32
1. Data collection	32
2. The Research Instrument	32
3. Operationalization of the Variables	34
4. Ethical Consideration.....	37
5. Pilot Study.....	37
Part 4. Results and Analysis	38
.1 Sample Characteristics.....	38
2. Hypothesis Testing	50
Part 5. Conclusion and Future Research	53
1. Discussion and implication.....	53
1.1. General Discussion.....	53
1.2. Practical implication.....	54
2. Limitations and recommendation	55
REFERENCES	56

APPENDICES 71
Appendix 1. Survey questions by using Survey Monkey portal71



LIST OF TABLES

Table 1.social commerce definitions in academic research	8
Table 2.The difference between social commerce and traditional e-commerce.....	10
Table 3.Screening questions.....	33
Table 4.The scale items of SCIN variables	34
Table 5.The scale items of trust variables	34
Table 6.The scale items of commitment variables.....	35
Table 7.The scale items of satisfaction variables.....	35
Table 8.The scale items of PR variables	36
Table 9.The scale items of OR variables	37
Table 10.The Survey Age question	38
Table 11.The Survey education question	39
Table 12.The survey occupation question.....	41
Table 13.The Survey gender question.....	42
Table 14.The survey marital status question.....	44
Table 15.The survey annual income question.....	45
Table 16.The survey social media platforms question.....	47
Table 17.The survey brand/product question.....	48
Table 18.Hypothesis testing (Direct Relationships).....	50
Table 19.Hypothesis testing (Mediation analysis).....	51
Table 20.Hypothesis testing (Moderation analysis).....	52
Table 21.Scale item	74

LIST OF FIGURES

Figure 1. Model of the study.....	4
Figure 2. Relationship between social shopping, social commerce, and e-commerce.....	12
Figure 3. Conceptual Model	21
Figure 4. The Survey Age question	38
Figure 5. The Survey education question	40
Figure 6. The survey occupation question	41
Figure 7. The Survey gender question	43
Figure 8. The survey marital status question	44
Figure 9. The survey annual income question	46
Figure 10. The survey social media platforms question	47
Figure 11. The survey brand/product question	49

LIST OF ABBREVIATIONS

customer behavior (CB).....	1
customer relationship quality (CRQ).....	ii
e-commerce (EC).....	1
e-commerce platforms (ECP)	9
perceived risk (PR)	ii
purchase intention (PI).....	ii
Social commerce (SC).....	ii
social commerce information sharing (SCIN).....	ii
social commerce platforms (SCP)	39
social media (SM).....	2
social media platforms (SMP)	ii
social networks (SN).....	1
Social shopping (S-shopping)	13

Part 1. Introduction

1. Background and context

The e-commerce (EC) business has substantially transitioned in the previous century, especially with the rise of social commerce (SC). This led to a notable alignment of trends in social networking and EC (C. Wang & Zhang, 2012). The worldwide SC industry is projected to grow to over USD 3.3 billion by 2028. Big companies like Amazon, Alibaba, and eBay use social technology to create online communities and integrate them into their respective websites. Amazon Live offers interactive pay-per-view live streams that allow advertisers to engage with viewers (Z. Huang & Benyoucef, 2013).

It also features a conversation component that enables users to ask inquiries and receive immediate responses (Jeyaraj et al., 2023). Online customer behavior (CB) has seen a considerable transformation due to the combination of online retail. The expansion of online sales and communication platforms has facilitated the rise of online business. Social business signifies transactional actions that transpire within electronic social contexts and are influenced by the user's network of peers (S. Kim & Park, 2013a). These actions on social media platforms (SMP) include the phases of requirement acceptance before buying and after the sale in a centralized commerce context (T.-P. Liang et al., 2011). SC combines commercial and social activity, including the four main elements of value creation: people, social networks (SN) or SMP, community interactions, business activities, digital platforms, and online shopping (X. Lin et al., 2017). Based on several studies, Additional examination of social commerce information sharing (SCIN) is essential to understand the broader implications and antecedents to this construct concerning various SMP categories and contexts (Tajvidi et al., 2020), with particular attention to other nations, including Turkey. As a result, there are requests to use empirical research to reinforce the theoretical foundation for the SCIN concept (Bugshan & Attar, 2020). Furthermore, one might propose that additional empirical research on SCIN is necessary to improve our comprehension of the idea, ambitions, and findings. The investigation explored the connection between SCIN and various outcomes, including trust, satisfaction, and loyalty. However, it overlooked the elements that makeup customer relationship quality (CRQ), such as brand trust, commitment, satisfaction, and perceived risk (PR) (Tseng, 2023).

The role of SCIN as a driver of CRQ dimensions and PR within the Turkish industry must be confirmed in future studies. As a result, it is nevertheless uncertain how SCIN and customer outcomes—like CRQ dimensions and PR—relate to SMP (Ibrahim & Aljarah, 2023). The present research seeks to rectify the shortcomings of prior research by investigating the interconnections, particularly in the realms of SC and social media (SM) marketing.

In the past, analysis usually considered SCIN, CRQ, PR, and purchase intention (PI) independently (Lu et al., 2016), but barely any study established an empirical connection between them. The current research seeks to clarify the correlation between SCIN and PI, employing CRQ as a mediating variable. Existing studies suggest that combining these concepts into an integrated framework will offer a clearer comprehension of the interrelations among the proposed establishes. This study investigates the intermediary function of CRQ and PR in influencing PI, highlighting the importance of SCIN in the evolution of PI. However, various studies have examined the different moderators within the framework of SCIN (Lu et al., 2016). Additional investigation is essential to evaluate the function of feedback posted online as a moderator (Akrouf & Nagy, 2018).

2. Problem statement

The current research aims to explore the relationships between SCIN, CRQ, PI, and PR within the Turkish industry, addressing gaps in previous studies that have treated these concepts in isolation. By investigating the mediating role of CRQ and PR in the context of SCIN's influence on PI, this study seeks to establish a more integrated framework for understanding these interconnections. Future research is needed to confirm SCIN's role and to assess the impact of online review (OR) as a potential moderator in this framework.

3. Research questions

This study seeks to fill gaps in the existing literature by addressing specific research questions (RQ).

- RQ 1. What is the impact of SCIN on CRQ dimensions, including brand trust, commitment, and satisfaction?

RQ 2. How does SCIN influence PR?

RQ 3. How can OR moderate the relationship between SCIN and PR?

RQ 4. How can OR moderate the relationship between SCIN and PI?

RQ 5. What is the mediation role of CRQ dimensions in the relationship between SCIN and PI?

RQ 6. What is the role of PR in mediating the relationship between SCIN and PI?

4. Objectives of the study

- The main aim of this study is to explain the impact of SCIN on PI, CRQ, and PR.
- The principal aim of this study is to examine the relationship between CRQ and the PI.
- The main objective of this study is to assess the impact of the relationship and explore the relationship between PR and PI.
- The objective of these insights is to examine the mediator impact of CRQ in the relationship between the SCIN and PI.
- The last objective of this study is to assess the mediator impact of PR in the relationship between the SCIN and PI.

5. Hypothesis

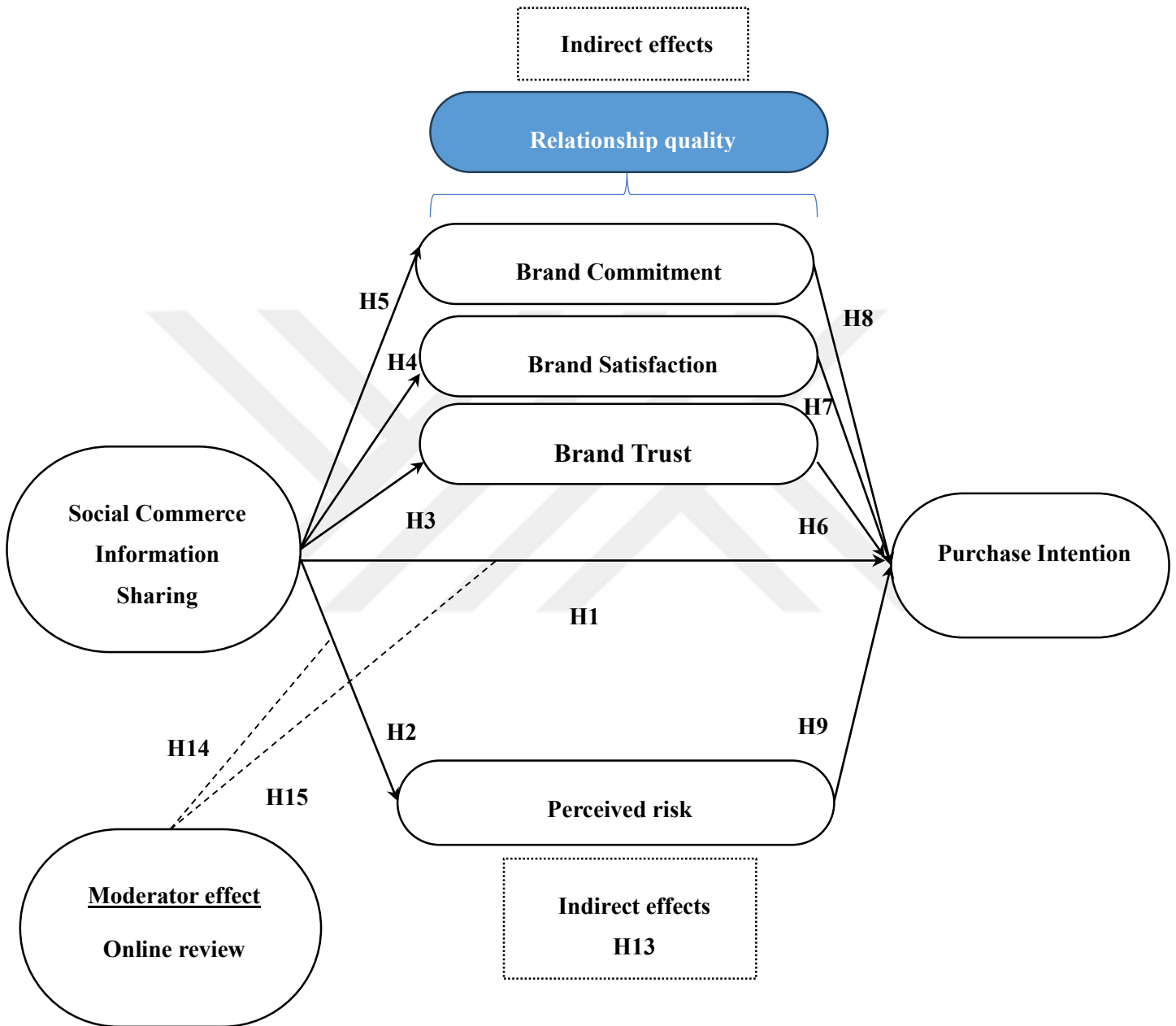


Figure 1. Model of the study

H1: SCIN has a positive impact on PI.

H2: SCIN has a positive effect on PR.

H3: SCIN has a positive effect on Brand trust.

H4: SCIN has a positive effect on Brand satisfaction.

H5: SCIN has a positive effect on Brand commitment.

H6: Brand trust has a positive effect on PI

H7: Brand satisfaction has a positive impact on PI

H8: Brand commitment has a positive effect on PI

H9: PR has a positive impact on PI.

H10: Brand trust mediates the relationship between SCIN and PI.

H11: Brand satisfaction mediates the relationship between SCIN and PI.

H12: Brand commitment mediates the relationship between SCIN and PI.

H13: PR mediates the relationship between SCIN and PI.

H14: The positive relationship between SCIN and PR moderated by online reviews.

H15: The positive relationship between SCIN and PI moderated by online reviews.

6. Significance and scope of the research

SC, emerging in 2005, integrates social interactions and user-generated content into EC, enhancing consumer decision-making through social recommendations and community engagement, thus transforming digital economies and marketing strategies (Beisel, 2006; Stephen & Toubia, 2010).

This study highlights the unique factors influencing SC intentions in Turkey's rapidly growing digital economy, emphasizing the importance of understanding these drivers for business success in a culturally and technologically distinct market.

The current research seeks to enhance the employment of SC in fostering connections between consumers and brands.

The investigation focuses on significant factors, including PR and CRQ (trust, satisfaction, commitment) and their immediate effect on the consumer's subsequent conduct, specifically PI. The immediate impact of CRQ (trust, satisfaction, commitment) and PR over the client's future choices, specifically PI. The repercussions of SC on consumer PI through the mediating roles of PR and CRQ.



Part 2. Literature Review

1. Social Commerce Information Sharing (SCIN)

SC has grown substantially over the past ten years, and tactics and techniques have been widely adopted (Hajli, 2015a). EC systems have been impacted by this change, moving from a product-based to a consumer-based orientation (S. Kim & Park, 2013b). Consequently, the supplier has a more significant influence in negotiations than the client (Huang & Benyoucef, 2013). SC represents an integral aspect of the evolving landscape of online interactions, characterized by using reputation conversation within digital shopping (N. Hajli, 2014). Consequently, social business enhances online retail by incorporating SMPs (Uslaner, 2013).

SC allows firms to communicate with customers more deeply, potentially improving brand commitment and customer fulfillment (N, Hajli, 2014). Almahdi, M.H. (2021) highlighted that SC presents the retail industry with great opportunities and challenges. Consequently, it represents a burgeoning area of inquiry where scholars endeavor to understand users' interactions with SC websites and other users. However, SCIN is currently in its inception phase since there is no consensus over its precise meaning. This involves examining its components and comparing them with equivalent concepts such as online communities and digital commerce. It is described as a comprehensive strategy that involves communication, marketing, and sales. It relies on personalization, guidance, and engagement and uses SMPs (Polat et al., 2023). It also consists of the creation or use of SMPs and the development of physical facilities. This strategy enables integrated online purchasing and all channel approaches (Fauser et al., 2022).

As stated by Wang and Zhang (2012, p.18), “A form of commerce mediated by SM and is converging both online and offline environments.” Stephen and Toubia (2010) emphasize that SCIN empowers individual sellers to create personalized online shops and earn commissions, while S-shopping is driven by consumer recommendations and experiences, highlighting the democratization of EC. SC leverages trust-based relationships among consumers, enhancing credibility through shared experiences and recommendations within networks, particularly online social platforms (Amblee & Bui, 2011). Research by Lu, Fan, and Zhou (2016) suggests that SCIN combines EC with social technologies, enhancing online shopping through SM, reviews, and community recommendations, fostering a more engaging and trustworthy consumer experience.

Table 1. social commerce definitions in academic research

Definition	Reference
<p>SC combines SM and EC to boost customer engagement via interactive content and influencer marketing while facing challenges with data privacy and market competition.</p>	<p>Howard, 2016</p>
<p>Shopping involves seeking, selecting, and purchasing goods or services shaped by personal preferences, cultural trends, marketing, and economic factors.</p>	<p>Curty and Zhang, 2011</p>
<p>SC is a form of EC that uses SN, social interaction, and user sharing to enhance the online shopping experience. SC combines EC with SN, enhancing online shopping through user interactions, reviews, and live engagement, creating a personalized and convenient consumer experience.</p>	<p>Kim, 2013</p>
<p>SC and S-shopping are SN that allow people to provide the primary mechanism for conducting social activities in a social environment, such as Facebook. SC leverages SN for shopping interactions, allowing users to discover products, share recommendations, and make purchases directly, blending social networking with EC.</p>	<p>Sturiale and Scuderi, 2013</p>
<p>SC is a practice related to online commerce that involves using SM, through social interactions</p>	<p>Soumia et al. 2015</p>

and contributions, to help buy or sell products and services.	
SC is defined as the use of SN for sales development purposes, essentially involving the integration of retail spaces into SN (f-store) or integrating a social dimension into purchasing (co-shopping, shared, or simultaneous purchasing).	Eouzan et al. 2017

1.1. Social Commerce and E-Commerce

E-commerce (EC) is often associated with performance and male identity, whereas SC highlights online communities and traits linked to female characteristics (Beisel, 2006; Carroll, 2008). As noted by Harkin (2007) and Wang (2009), Social marketing is often described as a new form of online shopping that combines purchases with activities aimed at building community engagement. Several assert that online trading is not an invention but a development based on the principles and capabilities of digital commerce (Kooser, 2008; Marsden, 2009a). Many assert that conventional Internet shopping is catalog-centric, whereas social business integrates online stores into collaborative environments (Khoury, Shen & Shirmohammadi, 2008). Evidence from Cha (2009) The distinction between traditional e-commerce platforms (ECP), which focuses on selling physical products, and S-shopping platforms, which integrate digital and natural items, highlights that social networking sites prioritize social interaction and community building over shopping as their primary objective. SC enhances traditional EC by integrating social interactions and fostering community-driven experiences that influence purchasing decisions through reviews, comments, and sharing (Afrasiabi Rad & Benyoucef, 2011). SC emphasizes community building and user interaction over direct transactions, fostering trust and loyalty, with sales as a natural outcome (Gatautis & Medziausiene, 2014). Comparative analysis of SC development emphasizes interpersonal relationships, management, technology, and information for enhanced user interactions and informed purchasing decisions (Wang & Zhang, 2012). SC enhances the shopping experience through lower acquisition costs, higher conversion rates, targeted marketing, and

improved user loyalty by leveraging community engagement and user-generated content (Geng, 2017).

Table 2. The difference between social commerce and traditional e-commerce.

Dimension	Traditional e-commerce	Social commerce
Interpersonal interaction	Traditional e-commerce relies on online commodity reviews for interpersonal interaction. This enables customers to share experiences and inform potential buyers while fostering a sense of community.	SC leverages interpersonal interactions within user networks to enhance business activities, fostering product recommendations and influencing purchasing decisions through social features like sharing and commenting.
Social media	Traditional e-commerce offers minimal interactivity with essential features like reviews and ratings.	SC integrates EC with SM, enhancing shopping through community interaction and user-generated content, making it a collaborative experience influenced by SMP.
Business intention	Traditional e-commerce focuses on product information and pricing to enhance sales performance and maximize purchase rates, aiming for an efficient and results-driven shopping experience.	SC emphasizes user interaction and collaboration, allowing users to engage as designers and sellers and fostering community and social engagement, distinct from traditional e-commerce.
Information flow	Traditional e-commerce uses a "broadcast" model for	SC fosters user contributions and interactive information

	information flow, delivering content from businesses to customers without significant feedback or interaction, leading to a static communication environment.	exchange, enhancing trust and content reach through peer experiences and recommendations.
System design	Traditional e-commerce systems prioritize product characteristics and efficient information retrieval, enhancing user experience through effective search and navigation tools for informed purchasing decisions.	SC emphasizes user and community interaction through features like comments, ratings, and social sharing, fostering engagement and collaboration in shopping, unlike traditional e-commerce. EC, which focuses mainly on product information

Source: Wang and Xie (2020).

1.2. Social Commerce and Social Shopping

Marketing research indicates that SC and S-Shopping are distinct concepts; SC focuses on connecting sellers with buyers, whereas S-shopping emphasizes connecting customers to sharing experiences and recommendations (Stephen & Toubia, 2010). Before 2005, "social shopping" primarily referred to offline activities, such as shopping with friends at physical stores (Wang, 2009). Before 2005, "SC" was used in studies to describe offline activities centered on social interactions (Snyder, Cheavens & Sympson, 1997). S-shopping improves EC by fostering social interactions, enabling consumer connections, sharing recommendations, and promoting informed decisions and community (Wu et al., 2018). Whereas SC combines SM and EC, enabling direct shopping on platforms like Instagram and TikTok and improving the buying experience through recommendations and influencer engagement (Liao et al., 2022). S-shopping utilizes SM interactions to influence consumer decisions through peer recommendations and shared experiences, enhancing the shopping experience with social proof (Xu & Lee 2019). SC connects

users through web platforms, enhancing interactions that drive purchases and knowledge sharing, benefiting individuals and businesses (Shin, 2013). SC emphasizes collaboration and participation among businesses, consumers, and stakeholders, fostering community and shared experiences in the shopping process (Baghdadi, 2016). S-shopping fosters an online community for users to connect and share experiences, enhancing their shopping experience through social interactions and recommendations (Zhang et al., 2018).



Figure 2. Relationship between social shopping, social commerce, and e-commerce.

1.3. Social commerce content type

SC integrates shopping with SM, allowing direct purchases on platforms like Instagram and Facebook and encompassing various formats like in-app buying and influencer marketing (Zhang & Benyoucef, 2016). Due to their relevance to this research, the investigation highlights the five categories of SC suggested by Lauren Indvik (2013). Pertinent educational concepts and experiential experiences substantiate these.

1.3.1. Social network inspired revenue

The research examines a branded Facebook page that runs ads directing users to an ECP. This refers to social marketing leveraging social networking platforms such as Facebook, including features such as promotional carousels. This search defines SC as “any commercial activities facilitated or conducted through SM and web 2.0 tools in consumers’ online shopping process or business interactions with their customers” (Rad & Benyoucef, 2010). The model does not include peer recommendation sites, S-shopping platforms, group-buying websites, or user-curated content sites.

1.3.2. Competitors suggestions

Amazon exemplifies a category of SC by incorporating social features, such as sharing and review tools, into its traditional ECP to aid customers in purchasing decisions (Lin et al., 2016).

1.3.3. Social shopping platforms

Social shopping (S-shopping) networks cultivate virtual networks that enable clients to interact according to their shared interests in purchasing. (Zhang & Benyoucef, 2016). Global example Stylitics is a social purchasing application allowing customers to create customized clothing designs, share them with colleagues, gather feedback, and explore emerging fashion products tailored to their preferences and SN. A local example, Zalora, a Southeast Asian online fashion store, incorporates social functionalities that allow users to share outfits and engage with others through ratings and style ideas, fostering community involvement in fashion choices.

1.3.4. Collective purchase platforms

In this paradigm, buyer curiosity significantly influences the offered price, with rising demand leading to increased reductions that encourage more potential buyers to complete transactions. (Zhang & Benyoucef, 2016). For example, LivingSocial is a collective purchasing platform that discounts local experiences, activities, and products, allowing customers to save money through group buying.

1.3.5. Other

Indvik (2013) highlights several examples of SC. Peer-to-peer marketplaces like eBay and Etsy are examples of social marketing initiatives that engage customers in the creation process and foster collaboration. WhatsApp for Business is a complementary messaging tool that allows users to form social groups and share content. As Web 2.0 progresses, SC formats are expected to diversify, with brands exploring innovative ways to connect with online communities. LivingSocial exemplifies collective purchasing, offering deals on local experiences and products, enabling customers to enjoy savings through group buying.

2. Customer relationship quality (CRQ)

Stable consumer relationships are essential for business success, focusing on enhancing the connection between a company and its customers. The goals include attracting new customers, fostering meaningful relationships, and ensuring long-term sustainability. A well-nurtured relationship goes beyond transactions to include trust, loyalty, and shared values, eventually resulting in consumer happiness and sustained growth (Mysen et al., 2012). Numerous studies emphasize trust, commitment, and satisfaction as key elements of CRP, particularly in consumer behavior research. These components are vital for fostering strong, lasting relationships and significantly impact consumer loyalty and engagement (Crosby et al., 1990; Dorsch et al., 1998; Hsu et al., 2017; Ulaga & Eggert, 2006).

2.1. Trust

Trust involves demonstrating a service provider's integrity and ethical standards, which are essential in the economy and society exchanges (Mou et al., 2017). Trust plays a crucial role in SC and involves informational and normative social impacts, which might influence impulsive buying behavior (Hossain et al., 2020). Mayer (1995) examined trust is an expectation that reliable individuals will act in line with the confident expectations of the trusting individual, demonstrating competence, honesty, and charity. It is also outlined as a crucial factor that regulates exchange relationships marked by ambiguity, fragility, and reliance (Pavlou, 2003). Trust is essential in fostering positive relationships between individuals in different contexts (Kramer & Tyler, 1996). Trust plays a fundamental role in determining our

interactions with others and becomes even more critical during times of uncertainty caused by organizational crises (Ibrahim, 2022).

Trust has emerged as a vital strategic asset for organizations. Clear communication is essential for creating and sustaining productive professional partnerships (Barney & Hansen, 1994). Practitioners recognize the significance of trust to the same extent that scholars do (McKnight & Chervany, 1996). Trust is a mental disposition that falls under the philosophy of the mind. For example, trust remains unaffected by whether one holds representationalism, dispensationalist, functionalist, or eliminative views regarding attitudes. The only requirement is that one believes in the existence of attitudes and acknowledges that they might be the subject of our attitudes (Jones, 1996).

Trust is a cognitive and emotional condition that exists within our society. Trust typically refers to a contractual connection between two different groups, wherein one entity possesses trust, confidence, and expectation that the additional item will act or intends to act beneficially. The entity possessing belief is often designated as the owner or trustor, while the counterpart is identified as their customer or trust (Xiu & Liu, 2005). In the words of Johnson and Grayson (2005), trust in a company is built on customer confidence in its capabilities, reliability, and ethics, leading to a sense of security in its decisions. The findings of Fialho, A. L. (2016) suggest that Trust is a protective mechanism in consumer uncertainty, offering reassurance that aids decision-making. It reduces uncertainties and boosts confidence in choices, significantly impacting consumer behavior by providing a sense of security despite potential risks. Trust is a concept we are willing to be vulnerable to, and it is this trust that is based on trust that the other party has good intentions and will act reliably, knowing that we can trust another person or organization to work faithfully to meet our expectations (Rousseau et al., 1998). Trust might be characterized by the readiness to depend upon another individual or entity, grounded in anticipating favorable results. This dynamic engenders a feeling of closeness and safety while promoting collaboration and engagement (Chopra & Wallace, 2003).

2.1.1. Importance of Trust in E-Commerce

Firstly, online shopping can be perceived as risky due to a lack of direct contact with companies, raising concerns about product quality, business reliability, and financial security. This uncertainty

can make consumers hesitant to buy out of fear for fear of unmet expectations or compromised personal data. (Reichheld & Schefter, 2000). Trust is essential in online transactions, as consumers require disclosures of sensitive data, including payment card values, which can increase risk perception. The level of trust between customers and the business can mitigate this risk. Individuals who exhibit confidence in a company's integrity and trustworthiness are more likely to complete a purchase and share their information securely (Kim & Kim, 2005). Secondly, Trust is essential in developing customer relationship commitment, as it enhances the relationship between customers and businesses. When customers trust a company, their commitment to the relationship increases, affecting their purchase intentions and encouraging loyalty and repeat engagement, leading to sales and success periods (Mukherjee & Nath, 2007). In this era, the attractiveness model (TAM) is critical in affecting customers' willingness to interact in online communication. It increases self-belief in using technology in trade, banking, and other sports, reduces PR, and increases engagement in digital environments (Gefen et al., 2003). Thirdly, Trust is an essential factor affecting consumer purchase intentions and brand loyalty, as it creates comfort and security in purchasing decisions and leads to repeat interactions and intense loyalty. This trust encourages early and long-term use, making trust essential for lasting customer relationships and encouraging repeat purchases (Pavlou, 2003; Schlosser et al., 2006). Trust is crucial to customer loyalty, especially in high-risk situations such as online shopping or other industry choices. It reassures customers, encourages continued engagement, and reduces concerns about negative consequences. This trust influences initial purchases and fosters long-term loyalty by increasing trust in customer relationships (Anderson & Srinivasan, 2003).

2.2. Satisfaction

Satisfaction is a psychological condition that arises from evaluating one's purchasing communication encounters with an assistance supplier (Oliver, 1980). A consumer's current assumptions and past activities serve as a stimulus for future interactions. Satisfaction might be characterized as the personal assessment of an item or service's effectiveness, as understood by the consumer (Hossain et al., 2020). Satisfaction is an evaluative result that is determined by previous interactions with the trustee, with the assessment being primarily influenced by past similar experiences (J. Lin & Wang, 2015). Satisfaction is an individual's emotional response of contentment or dissatisfaction that emerges from evaluating a product's actual performance or

outcome about the anticipated performance or result (Deng et al., 2010). Customer dissatisfaction arises when productivity fails to meet requirements. Consumer satisfaction depends on performance aligning with expectations (M.-H. Huang & Rust, 2021). If the performance surpasses expectations, the consumer experiences high satisfaction or happiness (Kotler & Keller, 2016). An emotional or cognitive experience can be used to define satisfaction, measured by comparing what is experienced to what was anticipated. Satisfaction refers to the consumer's fulfillment or contentment (Ibrahim & Aljarah, 2023). Customer satisfaction refers to assessing whether a product, service or its features have met or exceeded the consumer's expectations regarding satisfactory enjoyment and fulfillment, regardless of whether it falls short or exceeds those expectations (Oliver, 2014).

Oliver's (2010) words, “the consumer’s fulfillment response. It is a judgment that a product/service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment.” Satisfaction is an emotional response based on how product performance compares with initial expectations, which affects brand loyalty and consumer behavior (Kotler, 2003). Customer satisfaction arises from comparing actual service experiences with customer expectations shaped by needs, wants, values, and past experiences (Lovelock & Wirtz, 2004). Customer satisfaction is the overall judgment derived from the customer's interaction with service quality, reflecting whether expectations were met and influencing loyalty and brand reputation. (Parasuraman et al., 1988).

2.2.1. Customer Satisfaction Indicators:

During the past few years, corporations may have shifted their focus from acquiring new customers to increasing customer loyalty due to increased competition and rapid changes in the industry. Modern marketing strategies emphasize the retention of existing customers because loyal customers are viewed as valuable assets, leading to higher repurchase rates and a willingness to pay premium prices. It establishes customer loyalty as a key objective in today’s competitive environment (Bruhn & Grund, 2000).

2.3. Commitment

Commitment is a sustainable and strong determination to sustain a treasured relationship (Ruyter et al., 2001). Commitment is a prerequisite for developing buyer-supplier interactions (Y. Kim & Choi 2015). Commitment is the continuous intention to maintain an extended connection between the consumer and vendor. Commitment refers to the mental illness that arises in a persistent interaction, as one is dedicated to making the utmost effort to sustain this continuous connection (Hossain et al., 2020). Commitment is fundamental in elucidating individual motivation and maintaining the system's integrity. It is also essential to become a learning organization (Allen & Meyer, 1996). Business commitment comprises collective commitment, personal dedication, and the results of employment commitment (Fornes et al., 2008). Commitment refers to a formal declaration or assurance representing a duty or responsibility. Commitment commonly refers to the state of an individual who has entered into a binding agreement with another party over a forthcoming event (Meyer & Allen, 1991). Commitment refers to a promise or dedication to a significant cause or objective. It acts as a safeguard for both the individual making the commitment and the party to whom they are committed. This ensures that temporary changes in attitude or emotions do not lead to sudden changes in behavior regarding the terms of the commitment (Brown, 1997).

Commitment in enterprise refers to a purchaser's loyalty to a designated emblem or provider, driven through acceptance as accurate with and satisfaction, which fosters stronger relationships and helps long-term increase. (Moorman et al., 1992). Commitment reflects friendship, characterized by personal relationships, trust, and shared values, leading to customer loyalty and advocacy. This emotional attachment transforms the brand into a trusted part of consumers' lives, increasing its market position (Erciş et al., 2012). Commitment denotes the persistent inclination of a client to sustain brand affiliations, influence future purchases, increase long-term revenue, and develop loyalty (Suh & Han, 2003). Commitment significantly influences consumer behavioral intentions, increases the probability of repurchase, and increases brand loyalty, which is vital for long-term growth (Mukherjee & Nath, 2003). Commitment cultivates enduring partnerships among purchasers and suppliers, driving trust and repeat purchases, which ultimately supports brand stability and growth (Morgan & Hunt, 1994).

2.3.1. Dimension of commitment

The authors highlight that affective commitment is a key dimension of employee commitment, characterized by an emotional bond and personal identification with organizational goals, leading to increased engagement, motivation, and retention (Meyer & Allen, 1984). Continuance commitment denotes the worker's awareness of the expenses linked to departing from an organization, leading them to stay primarily out of necessity rather than emotional attachment, often due to financial benefits or job security. (Meyer & Allen, 1984). Normative commitment refers to a staff's perceived responsibility to continue as an organization due to previous incentives obtained, fostering loyalty and a moral obligation to reciprocate the organization's investment (Meyer & Allen, 1991).

2.3.1.1. Affective commitment:

According to Meyer and Allen (1991), personal characteristics like education, tenure, and gender have little effect on affective commitment; work ethic, locus of control, and genuine interest in work are more significant factors influencing emotional attachment to an organization. The authors went on to clarify that Employees foster affective commitment when their organizational environment aligns with their values, enhancing belonging and loyalty. Work experience significantly influences employee commitment, with positive experiences that align with personal values fostering a stronger attachment to the organization (Meyer and Allen, 1991). The authors went on to clarify that for true employee satisfaction, alignment of physical and psychological needs with organizational values is essential, fostering commitment and motivation.

2.3.1.2. Continuance commitment:

Personal characteristics significantly influence employees' perceptions of their investment in an organization, affecting their commitment levels based on feelings of responsibility and alignment with organizational values (Cohen, 2007).

The availability of job alternatives significantly influences employee commitment; limited options enhance attachment to the current organization, while abundant alternatives may reduce commitment (Meyer & Allen, 1991). Investments made by employees, such as time and effort, create a sense of attachment to their organization, as leaving would result in significant losses.

This fear of losing accrued benefits encourages commitment and prolongs tenure (Mqomboti, 2018)

2.3.1.3. Normative commitment:

Personal characteristics, such as adaptability and trust, significantly affect employee engagement and commitment to an organization by influencing how they perceive social experiences and organizational support (Allen and Meyer, 1996). Socialization experiences at both pre-entry and post-entry levels significantly shape an individual's organizational commitment, influenced by cultural norms, family socialization, and workplace dynamics (Allen and Meyer, 1990). Organizational investments in financial incentives and professional development enhance employee loyalty and commitment by fostering trust and a psychological contract that promotes long-term engagement (Stanley et al., 1999). Lee, Allen, and Meyer (2001) explored the applicability of the three-component model of organizational commitment in South Korea, revealing that cultural nuances affect the interpretation and experience of commitment components.

2.3.2. Commitment and Work Performance:

Workplace commitments enhance organizational effectiveness by increasing motivation, retention, loyalty, and productivity, leading to a cohesive workforce (Meyer & Herscovitch, 2001). Effective employee performance is a crucial outcome of commitment, leading to persistence in task completion, higher work quality, adaptability to change, and a culture of teamwork, all of which drive organizational success (Maxwell & Steele, 2003). Meyer and Allen (1997) Determined that affective and normative organizational commitment positively influence employee performance, while continuance commitment may negatively impact it. Employee commitment is linked to work performance, but evidence shows this relationship is inconsistent, influenced by the type of commitment and various individual and organizational factors (Vandenabeele, 2009). Özutku (2008) found that affective and continuance commitment positively impact work performance, while normative commitment does not significantly affect it. Baugh and Roberts (1994) explained that organizational commitment significantly enhances work performance, increasing productivity and job satisfaction.

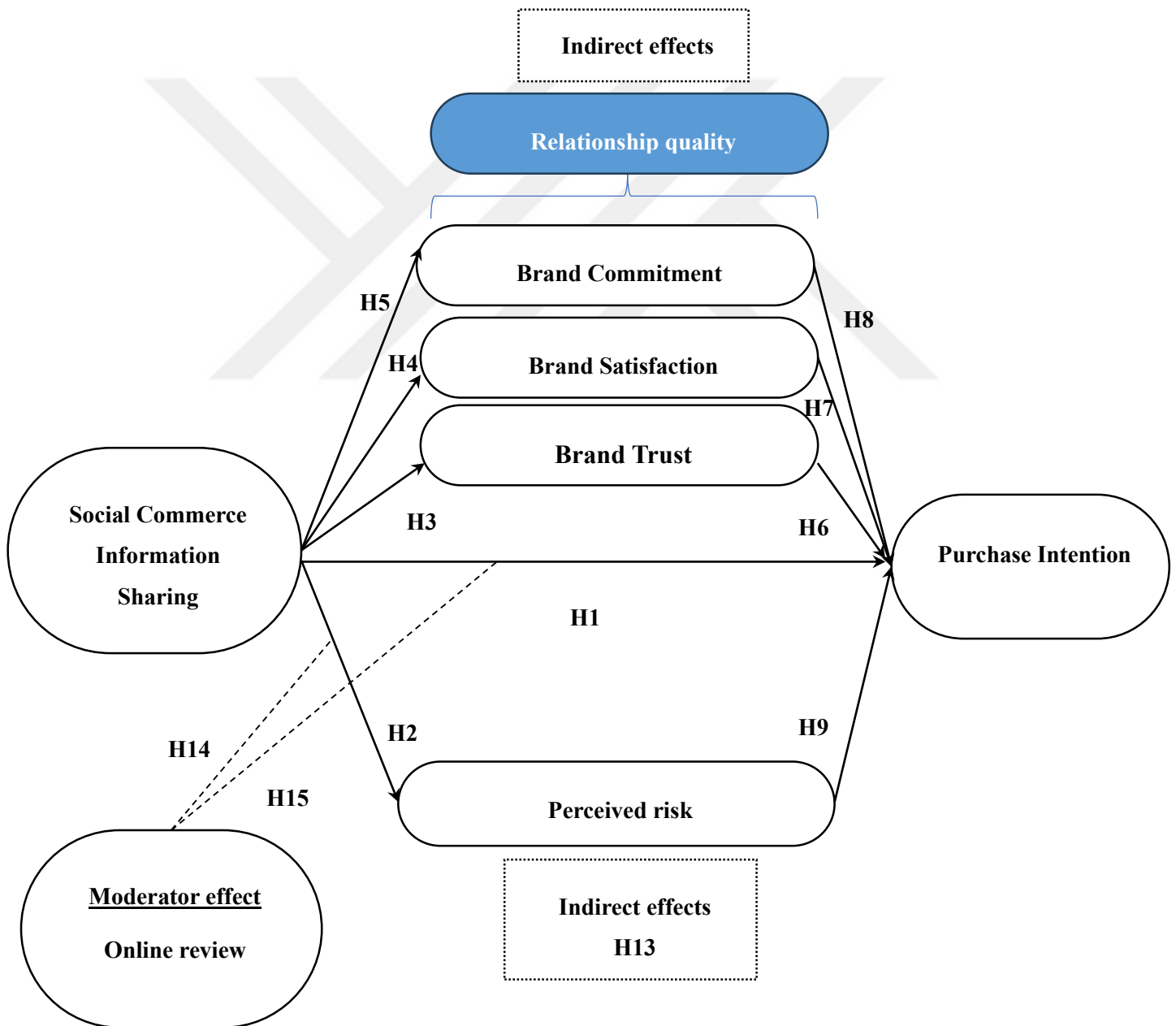


Figure 3. Conceptual Model

3. Perceived risk (PR)

The perception of risk significantly influences CB on websites, particularly regarding perceived privacy risk. This concept encompasses individuals' concerns about their privacy and ability to manage their data effectively (Bélanger & Crossler, 2011). PR can influence clients to focus on various indicators when developing their thoughts and feelings about a website, specifically satisfaction and trust. (Y. Zhang et al., 2015). Both confusion and effects characterize PR. It is essential in the context of the product category in online purchasing. Risk perception significantly influences CB on websites.

PR pertains to an individual's concerns and ability to affect data management (Tseng, 2023). Maziriri and Chuchu (2017) described it as commonly defined as customers' subjective expectations of potential loss. Any action, A consumer's choices may lead to consequences that are difficult to foresee, and it is anticipated that some of these results will be unfavorable. PR greatly influences CB as individuals strive to prevent errors (Mitchell, 1999). As stated by (Kotler and Keller, 2006), “the process of selecting, organizing and interpreting information to create an image of the world.” Risk is the combination of the probability of an event occurring and the potential severity of its consequences, requiring assessment of both likelihood and impact for effective management (Larsen et al., 2009). Effective risk assessment is crucial to minimize potential negative effects on a company, including financial loss, employee morale, and time management issues (Mitchell, 1995). Adams (1995) has found that “risk, according to the definitions most commonly found in the safety literature, is the probability of an adverse future event multiplied by its magnitude.” PR in consumer decision-making includes five key areas: its nature, types (financial, functional, social), relationship with product attributes, the influence of individual differences, and measurement method (Dowling, 1986). Ton and Dao (2014) define PR as significantly impacting investors' intentions to invest, as higher PR can deter investment while manageable risks encourage it. PR in online shopping is categorized into product-related risks (functional, financial, time, opportunity, and product risk) and transaction-related risks (privacy,

security, and non-repudiation). Financial and product risks, along with privacy and security concerns, significantly influence consumer behavior and adoption of online shopping (Li and Zhang, 2002). Mayfield, Perdue and Wooten (2008) reported that PR significantly influences individual investors' intentions to participate in the stock market, with high PR leading to hesitance and lower PR encouraging investment. PR is a subjective evaluation influenced by personal judgments, experiences, and emotions, impacting trust and decision-making (Nyshadham & Minton, 2013).

3.1. Perceived Risk and Purchase Intention

PR is a subjective evaluation influenced by personal judgments, experiences, and emotions, impacting trust and decision-making (Erdil, 2015). PR influences consumer PI, with lower risk leading to higher buying intent and higher risk resulting in decreased intent, as it reflects subjective beliefs about potential negative outcomes (Diallo, 2012).

4. Purchase intention (PI)

PI refers to the attitude of purchasers to participate in the exchange of goods or services on shopping websites (Ibrahim, 2023a). This includes sharing information, establishing and sustaining business relationships, and doing commercial transactions (Dachyar & Banjarnahor, 2017). The PI reflects the likelihood of consumers obtaining a particular brand or engaging in purchasing activities. The assessment involves quantifying the probability of customers purchasing (Takaya, 2019). PI, influenced by EC and SMP factors, has progressed from conventional models such as the TRA framework to more modern investigations (Bertagnolli, 2013). It pertains to evaluating the probability and inclination to participate in a specific purchase.

The evaluation is frequently influenced by perspectives, judgments, and external factors and is vital to the buying process (Sheth & Mittal, 2004). PI signifies a person's subjective assessment of the likelihood and willingness to engage in a particular purchase. This assessment is often shaped by views, opinions, and outside influences and is essential to the client's choice process (Ibrahim, 2023b). PI is a vital factor for organizations as it is a forecast predictor of actual CB, guiding advertising approaches and the distribution of resources (C.-H. Chen & Yang, 2019). Rezvani et

al. (2012) referred to as a person's inclination or inclination to take action towards buying a particular brand.

Additionally, they have determined that aim and attitude are distinct. Attitude refers to the assessment or judgment of products, and intention pertains to an individual's motivation or purpose concerning their desire to participate in specific behaviors that exert influence (Ibrahim, 2023a). One explanation suggests that purchasing aspiration refers to an individual's reflective willingness to acquire a particular brand. PI is the agreement among buyers to exchange goods or services on shopping websites (Dachyar & Banjarnahor, 2017). This involves sharing information, building and maintaining business relationships, and conducting commercial transactions. The ability to implement an online purchase has been influenced by the relationship between a person's intention to buy and their actions. An individual's behavioral intent is the key factor that determines their actual behavior. Therefore, the intention to buy from specific online shopping websites determines customers' actual purchase behavior or decision (P. A. Pavlou & Fygenson, 2006). The intention to make online purchases is an appropriate measure for assessing the likelihood of utilizing a website, as online transactions involve both the transfer of information and the completion of actual purchases.

Consequently, the PI is shaped by many elements (Mou et al., 2017). PI is the likelihood of a consumer buying a product or service, and studying purchasing intentions can help companies improve their strategies and better meet consumers' needs (Zhuang et al., 2021). PI predictive strength for marketing decisions varies with measurement timing, consumer control, and research settings, impacting its reliability as a proxy for actual behavior (Morwitz et al., 2007). PI data is essential for marketing managers during the concept and product testing stages, guiding product development and market launch decisions based on consumer likelihood to buy (Sewall, 1978). PI is shaped by different psychological factors such as motivation, cognition, belief, and attitude (Wu, 2003). The Ajzen study suggests that perceptual behavioral control, which relates to an individual's confidence in their ability to perform shopping tasks, significantly affects their intentions to shop (Ajzen, 1991). review the disparity between utilitarian shopping and fun online shopping, with utilitarian shoppers focusing on efficiency and achieving goals while fun shoppers strive to enjoy and experience (Antunes, 2020). Nuseir (2019) highlights the significance of studying PI due to its influence on company turnover and profitability, emphasizing its role in sales and marketing

success. PI helps managers make decisions about new and current products and is used to test product concepts, predict future sales, and identify target markets (Sewall, 1978).

5. Online reviews (OR)

OR are produced by users' material, perspectives, and judgments shared on SMPs or dedicated review websites. They impact the decision-making of potential buyers by providing essential information about the quality, reliability, and customer satisfaction associated with products or services (C. M. Cheung et al., 2008). The prevailing method of digital WOM communication has emerged as a marketing instrument in contemporary Digital innovation (Park et al., 2011). SC reviews pertain to evaluations and comments users exchange on digital SN, facilitating a collaborative decision-making process among consumers (Polat et al., 2024). The significance of these reviews lies in their capacity to establish trust, cultivate a sense of community, and influence the perceptions surrounding products and businesses (Lu et al., 2016). OR represents individual evaluations that encapsulate knowledge and beliefs, perspectives articulated by consumers (Constantinides & Holleschovsky, 2016). Robson et al. (2013) identified favorable or adverse feedback from prospective, existing, or previous clients over the item or enterprise.

The reviews are instantly available to various people and organizations via the Internet. OR assesses observations that might be categorized as beneficial or harmful, originating from prospective, current, or former customers. (Y. Zhou, 2022). They are directly transmitted from the reviewer to the recipient, often within small circles of friends or family members (Fileri & McLeay, 2014). In addition, the recipient usually has a personal relationship with the sender and consequently has access to a significant amount of contextual information that can be used to interpret the viewpoint (Ibrahim et al., 2024). In contrast, OR are accessible to anybody with an Internet connection who wishes to pursue them. Indeed, the vast majority of readers are individuals who are unfamiliar or unknown (Bartosiak, 2017).

6. Hypothesis Development

6.1. Social Commerce Information Sharing and Purchase Intention

SC frameworks are "tools derived from SC and include ratings and reviews, recommendations, referrals, forums, and communities"(Dashti et al., 2016). As Al-Tit et al. (2020) defined, SC concepts involve social networking sites facilitating online communities, allowing individuals to create and disseminate their material, including ideas and observations. Consumers increasingly rely on user-generated content in their purchasing decisions. Dashti et al. (2016) mentioned that consumers place significant importance on and rely on SCIN to guide their purchasing decisions. Online business frameworks facilitate social interactions among users, enhancing credibility and driving purchase impulses. Hajli (2015a) says communication over online trade can strengthen customer confidence and eliminate PR. Thus making it more likely for consumers to make a purchase. This is supported by various experts who have suggested that social business frameworks contribute to and bolster trust, ultimately leading to a growth of client buying expectations (Al-tit et al., 2020).

This hypothesis posits that SCIN affords customers additional information, social connections, and suggestions that can sway their purchasing decisions. SCIN can improve consumers' trust, perceived value, and contentment with the online buying experience, ultimately increasing their intention to purchase.

H1: SCIN has a positive impact on PI.

6.2. Social Commerce Information Sharing and Risk

Entrepreneurs utilize several tools to facilitate communication with customers and enable customer engagement during epidemics. They can, therefore, leverage S-shopping sites to enhance sales (H. Zhang et al., 2014). These platforms allow customers to acquire awareness during conversations on SMPs, share data, review, and endorse products or services, incrementally enhancing their trust in sellers (J. Lin et al., 2021). According to various studies, information-sharing activities on SC might give rise to various PR among clients, particularly regarding privacy and security. Perceptions of pleasure, indifference, and value may influence the dissemination of Insights regarding SMPs. While using SMP features can enhance trust by providing information, it is necessary to deal with the problem of information trustworthiness to reduce privacy risks. Thus,

The consumer's perspective on information sharing relates to the assessment of purchasing behaviors (N. Hajli et al., 2017). This study's second hypothesis explores how information-sharing procedures on ECP positively affect users' assessments of confidentiality PR (Bugshan & Attar, 2020).

This hypothesis posits that SCIN entails more significant ambiguity and intricacy than traditional EC. This is because consumers are required to navigate through several sources of information, opinions, and influences from other consumers and online businesses. SCIN can also amplify consumers' perception of privacy vulnerability, information saturation, and opportunistic behavior, which might impact their online purchase conduct. Prior research has substantiated this idea by demonstrating elements related to SCIN, such as credibility, quality, and knowledge sharing, benefit PR.

H2: SCIN has a positive effect on PR.

6.3. Social Commerce Information Sharing and Customer Relationship Quality

The consumer review system on Amazon.com enhances social interactions among users within SC (T. Chen et al., 2022). This approach encourages clients to develop strong relationships with customers elsewhere and e-vendors to acquire valuable information, facilitating informed purchasing decisions (Y. Chen & Xie, 2008). Nonetheless, reviewer identity information influences audience assessments (Forman et al., 2008). This concern resulted from counterfeit ratings and reviews generated by external entities. False information will result in clients making erroneous purchasing decisions, diminishing loyalty and satisfaction toward E-vendors (Filieri & Mariani, 2021). Online suppliers must evaluate the necessity of encouraging reviewers to disclose additional identifying information to enhance client trust in the legitimacy of reviews and scores (Forman et al., 2008). Therefore, SCIN can assist corporations in fostering credibility, fulfillment, and commitment.

Several research studies have discovered that individuals in online settings tend to decrease uncertainty by engaging through increased engagements with digital companies and local community members. Trust measures are essential in SMPs to reduce transactional PR between two parties (Polat et al., 2023). Studies have discovered that credibility is crucial in various economic relationships with others, particularly in situations characterized by a significant PR,

such as EC (Becerra & Korgaonkar, 2011). Customer feedback, knowledge, and activities shared in forums and communities contribute to developing a social atmosphere (Hazzam et al., 2024). SCIN characteristics influence trust and performance, including credibility, the reliability of data, and the safety of transactions. This problem has arisen due to the creation of fraudulent ratings and reviews by external entities (Wu et al., 2020). Disseminating false information might cause individuals to make inaccurate assessments while making purchases, leading to reduced loyalty and happiness with online suppliers (Ibrahim et al., 2024). EC providers should actively encourage reviewers to provide further information about their identification to instill confidence in consumers regarding the credibility of ratings and reviews (Tajvidi et al., 2020).

This hypothesis posits that SCIN facilitates enduring and mutually advantageous interactions between consumers and online vendors and among consumers. SCIN can enhance consumers' loyalty, dedication, and confidence in online retailers while fostering an experience of solidarity and association with similar consumers. Prior research has substantiated this concept by demonstrating that SCIN, including social capital, social engagement, and SMP, favorably impacts the quality of relationships.

H3: SCIN has a positive effect on Brand trust.

H4: SCIN has a positive effect on Brand satisfaction.

H5: SCIN has a positive effect on Brand commitment.

6.4. Customer Relationship quality and purchase intention

Several studies have described CB in recurrent purchasing scenarios grounded in attitudinal precursors via diverse manifestations of the satisfaction-profit continuum. The sequence consists of interdependent variables, beginning with product or service and encompassing overall or relationship satisfaction (Fornell et al., 2016). A thorough synthesis and clarification of the different subconstructs of loyalty have been presented, demonstrating that loyalty includes mental attachment and apparent CRQ, which includes commitment, trust, and satisfaction, ultimately resulting in intentions for repeat patronage and subsequently leading to behavioral loyalty. Trust is the assurance of the dependability and integrity of the trade partner (Morgan & Hunt 1994). The commitment reflects a steadfast determination to maintain a valuable relationship. Satisfaction is

a comprehensive assessment that arises from the overall experience of obtaining and using a product or service. Numerous researchers have explored the impact of various aspects of CRQ on PI and consumer behavior. In this final study, all three components of CRQ influenced referrals; however, only the commitment element significantly affected the quantity of services acquired. On the other hand, Cronin and Taylor (1992) established that customer pleasure had been primarily reflective of customers' objectives. Bloemer et al. (1999) determined that various CRQ features proved significant across distinct sectors.

The prevailing belief is that elevated levels of CRQ (or its customers) lead to increased buying intention. This aligns with broader models of CB, including TRA and the Philosophy of strategic behavior (Ajzen, 1991). These hypotheses propose that perspectives influence behavioral intentions, resulting in behavior. Their comprehensive meta-analysis of Armitage and Conner (2001) determines that this methodology is legitimate and flourishing in diverse circumstances. While these models are typically utilized for newly introduced behaviors, they have also been effectively employed in studying customer-firm partnerships (Bennett & Rundle-Thiele, 2002).

This hypothesis posits that the quality of a connection indicates the level of happiness, trust, and commitment customers have with online vendors and other consumers in SC. A relationship's strength can also impact consumers' attitudes, preferences, and expectations regarding the online shopping experience, influencing their desire to purchase. Prior research has substantiated this idea by demonstrating that qualities related to the quality of a relationship, such as trust, loyalty, and commitment, favorably impact the inclination to buy (Cheng et al., 2019).

According to this theory, customers' perceptions of risk toward SC diminish when the quality of relationships is elevated. Customers may rely on online retailers and fellow customers for reliable, helpful, relevant information, influence, and social support. A relationship's nature can also increase customers' comfort, security, and confidence when they shop online, lowering their perception of risk. Previous studies have validated this idea by showing that CRQ factors, like commitment, trust, and loyalty, negatively affect PR.

H6: Brand trust has a positive effect on PI

H7: Brand satisfaction has a positive impact on PI

H8: Brand commitment has a positive effect on PI

6.5. Risk and Purchase Intention.

PR has become a significant factor in understanding CB and PI in the past decade. When the PR matches the received reward, it can negatively impact digital clients' confidence and intention to purchase (S. M. Forsythe & Shi, 2003). PR is characterized as anticipating consequences and a barrier to PI (Ventre & Kolbe, 2020). Also, Sharma and Kurien (2017) characterized PR as a suitable level of uncertainty associated with product use.

However, another study indicated that buyers with significant apprehensions regarding risk would seek greater detail concerning the product and proceed with purchases after acquiring more information and comprehension (R. Chen & He, 2003; Eggert, 2006; Petahiang, 2015). Thus, the following hypothesis is advanced:

H9: PR has a positive effect on PI.

6.6. Mediator Hypotheses:

SC directly impacts the desire to purchase by utilizing social interactions to establish trust and social evidence. Individuals usually buy when they receive positive evaluations and recommendations from their contemporaries (N. Hajli, 2015a). The hypothesis suggests that the quality of a relationship promotes a mediating role in the connection between SCIN and the PI. Establishing strong relationships marked by trust and satisfaction can significantly amplify the advantageous impact of SCIN on the desire to make a purchase. The mediation effect can be elucidated by decreasing perceived dangers and creating a reliable atmosphere (Morgan & Hunt, 1994; Palmatier et al., 2006).

Researchers have hypothesized how people's PR plays a role in how SCIN affects their intention to purchase. The existence of a significant risk perception may diminish the positive impact of SC on purchasing intentions by heightening consumer uncertainty and the awareness of possible losses. (J. Wang et al., 2022). Similarly, recognizing a minimal degree of risk might improve the effectiveness of SCIN in affecting their PI (S. Forsythe et al., 2006).

H10: Brand trust mediates the relationship between SCIN and PI.

H11: Brand satisfaction mediates the relationship between SCIN and PI.

H12: Brand commitment mediates the relationship between SCIN and PI.

H13: PR mediates the relationship between SCIN and PI.

6.7. Moderator Hypotheses

SC directly affects risk perception by including social aspects in the purchasing process. The participatory nature of SC might result in increased uncertainty and PR, as it heavily relies on user-generated materials and relationships with others (T.-P. Liang & Turban, 2011). Favorable evaluations may decrease the perceived level of uncertainty by offering reassurance and social validation, whereas unfavorable evaluations might heighten the perceived level of uncertainty by emphasizing prospective problems and negative encounters (Mayzlin & Chevalier, 2003; Park & Lee, 2009).

H14: The positive relationship between SCIN and PR moderated by online reviews.

H15: The positive relationship between SCIN and PI moderated by online reviews.

Part 3. Methodology

1. Data collection

The data for this research was gathered using online surveys directed at clients in the Turkish market engaged in SC. The study assessed SCIN, PI, PR, CRQ, and demographic information. Before gathering the primary data, a trial phase has been carried out to confirm the accuracy and legitimacy of the questionnaire.

We included screening questions to identify individuals under 18 who had purchased from SMPs and used restaurant services within the past month. Of the 360 surveys disseminated, 36 failed to satisfy the requisite criteria. Consequently, we examined the remaining 314 responses to evaluate our hypotheses. The gathered data was analyzed using suitable statistical techniques to evaluate the research hypotheses and assess correlations among variables. This report offers significant insights into SC's objectives within the Turkish market.

2. The Research Instrument

The study will use the research survey results as its main data source. The survey began with an opening page containing all the necessary information and confidentiality instructions. An online survey was used for its effectiveness and relevance compared to other data collection methods to improve the application of the study results (Lefever et al., 2007). Ibrahim (2022) argues that online surveys can improve response rates. This survey was conducted on Poll Monkey, a user-friendly platform to motivate participants. A link to the survey was distributed via SMP, including WhatsApp student groups and other international organizations. Of the 360 people, 36 did not meet the inclusion criteria. Participants needed approximately 3-5 minutes to complete the survey. The survey will be organized in three phases to improve the validity of the results. The preliminary phase will involve asking screening questions to eliminate people who do not meeting the study criteria. This approach has already been validated as reliable (Ibrahim, 2021; Ibrahim et al., 2021).

Table 3. Screening questions

Screening questions	
Are you living in Turkey?	Yes
	No
Are you purchasing online?	Yes
	No
Have you ever interacted with the restaurant's brand through an Instagram account?	Yes
	No
What is your preferred platform for buying products/services online?	Facebook
	Instagram
	Snapchat
	Other

The prerequisites for the study include being a resident of Turkey and making purchases online, primarily through SMP. The next stage comprises personal demographic background information for SM use. The scale stage consists mainly of variable questions using a seven-point Likert scale, with "strongly disagree" (1) and "strongly agree" (7) as the extremes, which was used to score the measurement items. The three items on the SCIN Scale were adopted from Hajli (2015b). A 4-item scale of brand trust was adopted by Gurviez and Korchia (2002). We adopted the three-item brand satisfaction from the study of Aaker et al. (2004). A three-item measure from Fullerton

(2003) was used to measure brand commitment. A 4-item scale of PR was adopted from the study of N. Hajli and Lin (2016) and P. A. Pavlou et al. (2007). Five items were modified from Pavlou and Fygenon (2006) for PI. Finally, a 4-item scale was used to measure the OR.

3. Operationalization of the Variables

Table 4. The scale items of SCIN variables

Social commerce information sharing (SCIN)
I ask my friends on this online community to provide me with suggestions before I book a room.
I am willing to recommend a room/house that is worth booking to my friends on this online community.
I am willing to share my own booking experience with my friends on this online community or through ratings and reviews.
I would like to use people’s online recommendations to buy a new product.

Source: (Hajli, 2015)

To analyze the independent variable, the direct effect of SC on PI customers and its indirect effect via CRQ and PR as mediators on PI customers. We incorporated four elements from Hajli's (2015) study on the influence of SC on consumers' online purchases.

Table 5. The scale items of trust variables

Trust
I trust the product quality of this brand.

Buying this brand's products is a safe bet.
This brand is sincere with consumers.
This brand is honest with consumers.

Source: (Gurviez & Korchia, 2002)

The present study utilized four elements for trust as proposed by Gurviez and Korchia (2002). This study evaluates consumers' trust in a brand through functional trust (product quality and reliability) and emotional trust (brand loyalty), offering insights into perceptions of trustworthiness and ethical behavior essential for solid consumer-brand relationships.

Table 6. The scale items of commitment variables

Commitment
I feel emotionally attached to this brand.
This brand has a great deal of personal meaning for me.
I feel a strong sense of identification.

Source: (Fullerton, 2003)

The present study utilized four elements for trust, as Fullerton (2003) proposed. The search investigates consumer commitment to a brand through emotional connectivity and personal relationships, focusing on emotional connection, brand importance, and identification with the brand to assess loyalty.

Table 7. The scale items of satisfaction variables

Satisfaction
I am satisfied with this brand's products.
I am satisfied with this brand.
I am pleased with this brand.

Source: (Aaker et al., 2004)

The present study utilized four elements for trust, as Aaker et al. (2004) proposed, to measure brand satisfaction by evaluating product satisfaction and overall brand experience, which are crucial for customer loyalty and positive WOM.

Table 8. The scale items of PR variables

Perceived Risk (PR)
I am concerned that this online community is collecting too much personal information about me.
I am worried that unknown third parties will access my personal information in this online community.
I suspect that my privacy is not well protected by this online community.
I am concerned about the privacy of the personal information that this online community captures about me.

Source : (Hajli & Lin, 2014) and (Pavlou et al., 2007)

The present study utilized four elements for trust, as Hajli and Lin (2014) and Pavlou et al. (2007) proposed. Explained perceived online privacy risks, focusing on concerns about data collection and unauthorized access, impacting user trust and engagement.

Table 9. The scale items of OR variables

Online Reviews (OR)
I find online reviews credible.
I find online reviews factual.
I find online reviews accurate.
I find online reviews reliable.

Source : (Cheung et al. 2008) and (Cheung et al. 2009)

The present study utilized four trust elements, as Cheung et al. proposed in 2008 and 2009, to assess perceptions of online research regarding reliability and information value, focusing on online reviews' trustworthiness, accuracy, and credibility.

4. Ethical Consideration

Research ethics ensures responsible conduct in research, protecting participants' rights and welfare while upholding integrity and transparency (Resnik, 2020). The current study features an introductory page that informs participants about its purpose, contributions to industry literature, and the importance of stakeholder involvement. It emphasizes the study's objective to enhance understanding in the field and includes detailed confidentiality measures to protect participants' rights and data. This approach fosters transparency and trust between researchers and participants.

5. Pilot Study

A group of 30 participants will be selected to assess the clarity of the questions, the language used, and their appropriateness for the target audience. Any necessary changes will be made quickly at this stage.

Part 4. Results and Analysis

1. Sample Characteristics

1.1. Age

This analysis was conducted to present the participating respondents' age as follows:

Table 10. The Survey Age question

Age	Frequency	Percent
18-24	250	79.6
25-39	63	20.1
40-54	1	0.3
Total	314	100.0

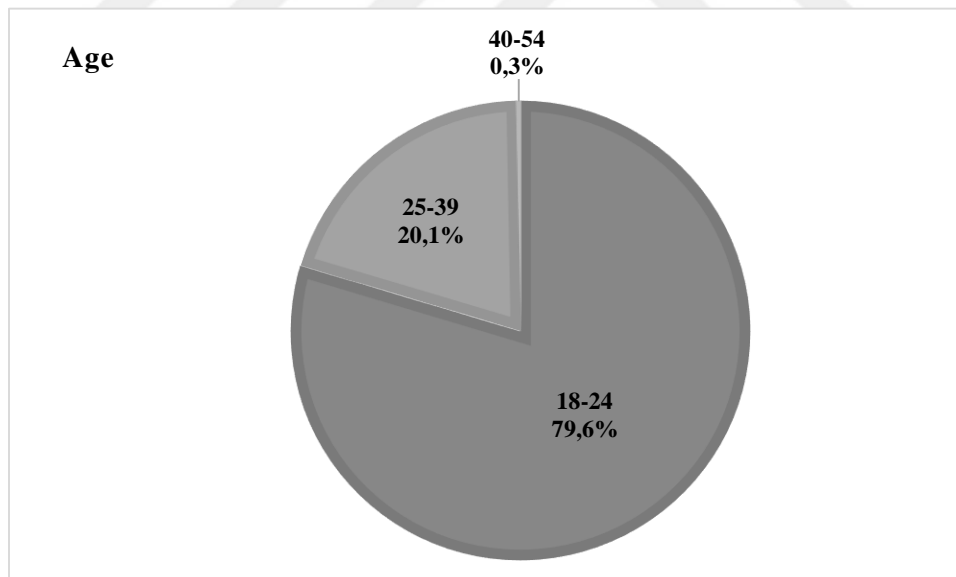


Figure 4. The Survey Age question

Data from the table above shows that the age group (18-24) has the highest frequency, with 250 respondents representing 79.6% of the total participants. The (25-39) age group includes 63 respondents, which makes up 20.1% of the respondents' total, while the (40-54) age group has

only 1 respondent, which accounts for 0.3% of the total participants. This significant tilt towards younger respondents, especially those aged (18-24), suggests that younger individuals in the Turkish market predominantly utilize SC. While still engaged, the (25-39) age group represents a smaller portion of the market, and the minimal representation of the (40-54) age group indicates a very low engagement with SC among middle-aged adults.

The findings above state that social commerce platforms (SCP) is primarily used by younger people, especially those between eighteen and twenty-four, for several reasons and factors. For example, when talking about technological proficiency, it's noticeable that younger individuals are more tech-savvy and ease with SMP and online shopping. Also, SC strategies effectively target a younger demographic through popular platforms like TikTok, Snapchat, and IG. In addition, the younger generations may be more inclined toward new shopping behaviors as a form of cultural trend, such as SC. On the other hand, the findings also indicated a low engagement from the older age groups. However, it can suggest a probable growth in which marketers and social platform developers may consider tailoring their strategies for more diverse age range attraction by possibly acknowledging their specific needs and preferences.

1.2. Education

This analysis was conducted to examine the participating respondents' educational backgrounds as follows:

Table 11. The Survey education question

Education	Frequency	Percent
University (4 years)	241	76.8
College (2 years)	58	18.5
PhD	11	3.5
Other	4	1.3
Total	314	100.0

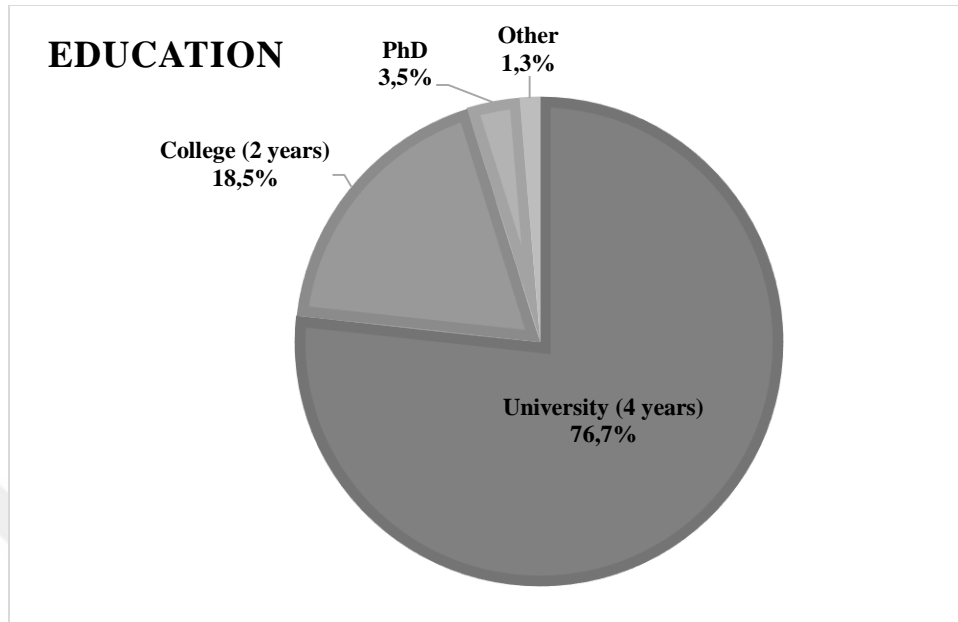


Figure 5. The Survey education question

Data from the table above shows that most respondents, 241 individuals or 76.8% of the total participants, have a four-year university degree. This is followed by the participants with a two-year college degree, which comprises 58 respondents, or 18.5% of the participants. Respondents with a PhD, 11 individuals, make up 3.5% of the participants, while those in the category of ‘Other’ account for 1.3% of the participants, with only 4 respondents. This distribution indicates that a significant portion of the SC users in the Turkish market are well-educated, and most hold at least a university degree.

The above findings suggest that higher education levels are widespread among the respondents, possibly for many reasons. For example, being financially able and having digital literacy are likely characteristics of individuals with higher education. Also, SC platforms usually offer diverse product solutions sophisticatedly, and users can navigate and use those platforms effectively. The findings also show a relatively low engagement from individuals that have other educational backgrounds, which creates a necessity for strategies that are inclusive to attract a wide range of audiences, and this could include designing simpler platforms and interfaces and offering opportunities to enhance digital literacy in the form of educational resources to those less educated individuals.

1.3. Occupation

This analysis was conducted to examine the participated respondents' occupational distribution as follows:

Table 12. The Survey occupation question

Occupation	Frequency	Percent
Student	158	50.3
Employed	117	37.3
Unemployed	33	10.5
Business owner	6	1.9
Total	314	100.0

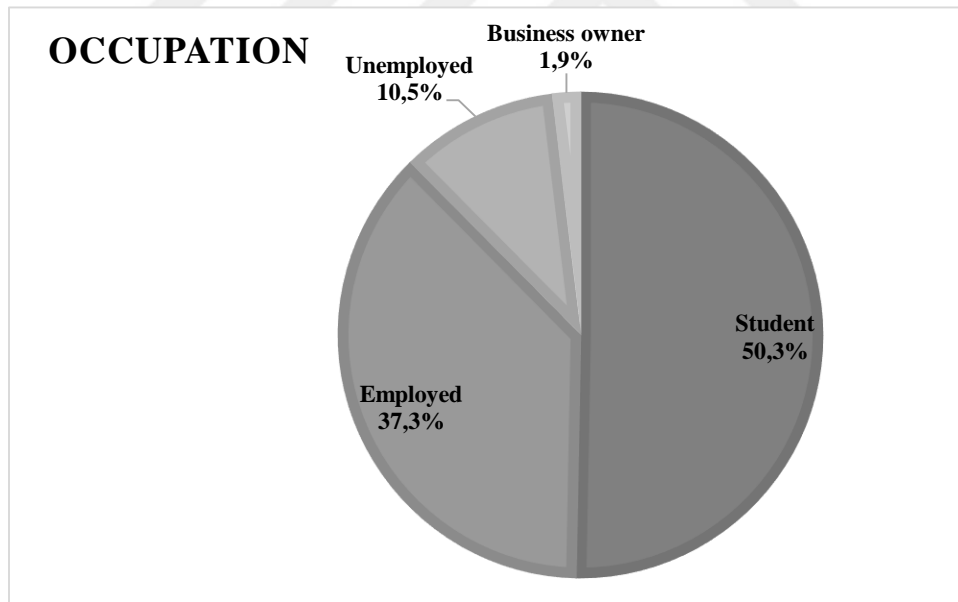


Figure 6. The Survey occupation question

Data from the table above shows that students comprise the largest group of respondents, represented by 158 individuals, accounting for 50.3% of the total participants. This is followed by employed individuals, constituting 117 respondents or 37.3% of the participants. Unemployed

respondents represent 10.5% of the sample, with 33 individuals, while business owners represent the smallest group of participants, with 6 respondents or 1.9% of the total participants. The previous distribution indicates that students are a significant portion of SC users in the Turkish market, followed by employed individuals.

The above findings show that the primary users of SC platforms are students, which could be because of many reasons, such as the fact that students have a more flexible schedule and time to engage with SC. Also, students are more active on SM, which is an integral factor to SC. Working professionals are considerably represented by SC, indicating that their engagement with SC is significant, possibly because it's convenient and accessible to them. On the other hand, the lower engagement of unemployed individuals and business owners indicates a necessity for more targeted strategies to attract those groups. For example, SC platforms could offer catered features for business owners and encourage unemployed people to engage in stronger engagement.

1.4. Gender

This analysis was conducted to examine the participated respondents' gender distribution as follows:

Table 13. The Survey gender question

Gender	Frequency	Percent
Male	172	54.8
Female	142	45.2
Total	314	100.0

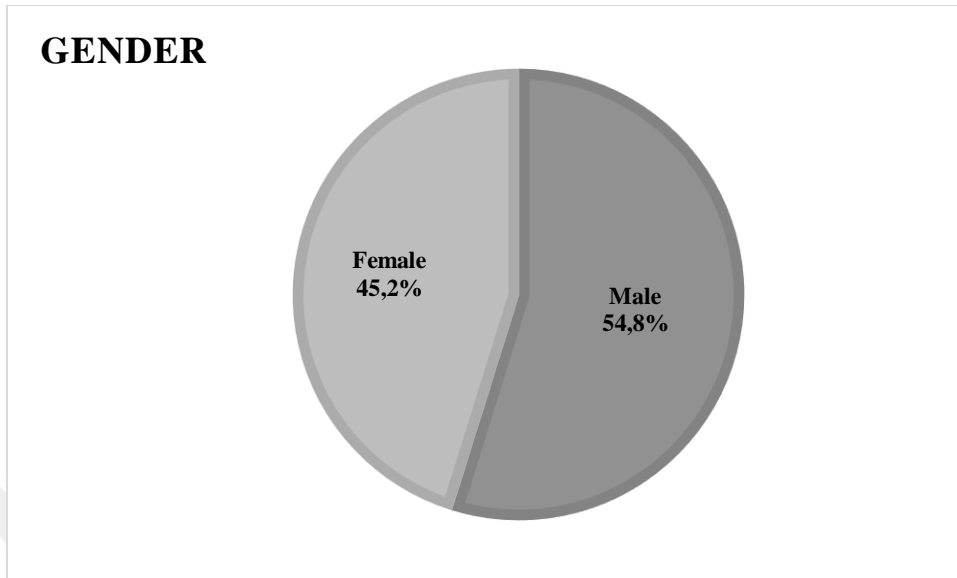


Figure 7. The Survey gender question

Data from the table above shows that males comprise the majority of respondents, with 172 individuals accounting for 54.8% of the total participants. Females constitute 142 respondents, which makes up 45.2% of the participants, and indicates a slight predominance of male users over female users in SC in the Turkish market.

The findings above indicate that both genders (males and females) have active engagement with SC platforms, even though the males have a slightly higher representation, and this could be simply because of the differences in their shopping behaviors, their preferences, and the kinds of products and services that is offered on SC platforms. The closely balanced gender representation indicates that SC is appealing broadly across both genders, which benefits marketers who aim to reach a diverse audience.

1.5. Marital status

This analysis was conducted to examine the participated respondents' marital status distribution as follows:

Table 14. The survey marital status question

Marital status	Frequency	Percent
Single	250	79.6
Married	64	20.4
Total	314	100.0

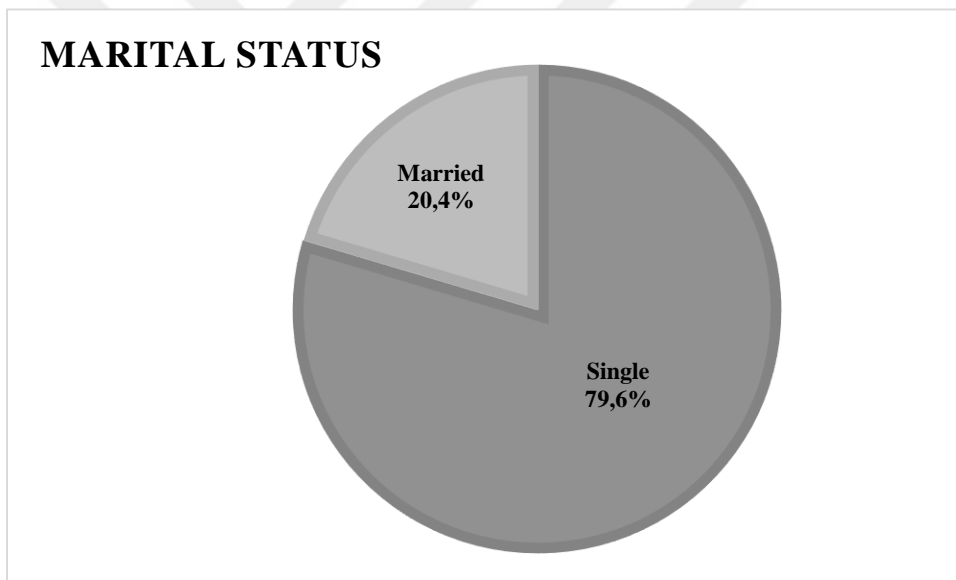


Figure 8. The survey marital status question

Data from the table above shows that single individuals make up the majority of respondents, with 250 individuals accounting for 79.6% of the total participants. Married individuals constitute 64 respondents, constituting 20.4% of the participants. This distribution indicates a significant predominance of single users over married users.

The above findings suggest that single individuals are the primary users of SCP, possibly because of many reasons. For example, there are differences in lifestyle, disposable income, and time

availability. Single individuals might be more flexible and have more time to engage with SC. They also tend to explore new shopping trends and technologies. On the other hand, the lower engagement from married individuals might indicate different shopping behaviors or priorities, possibly because of family responsibilities or different spending patterns. So, SCP, to attract a more balanced user base, SC platforms could consider developing features or marketing strategies that cater to the needs and preferences of married individuals, such as family-oriented products or services and promotions appealing to households.

1.6. Annual income

This analysis was conducted to examine the participated respondents' annual income distribution as follows:

Table 15. The survey annual income question

Annual income	Frequency	Percent
Under 6000TL	1	0.3
8001TL – 11000TL	34	10.8
11001TL – 14000TL	111	35.4
Greater than 14001TL	168	53.5
Total	314	100.0

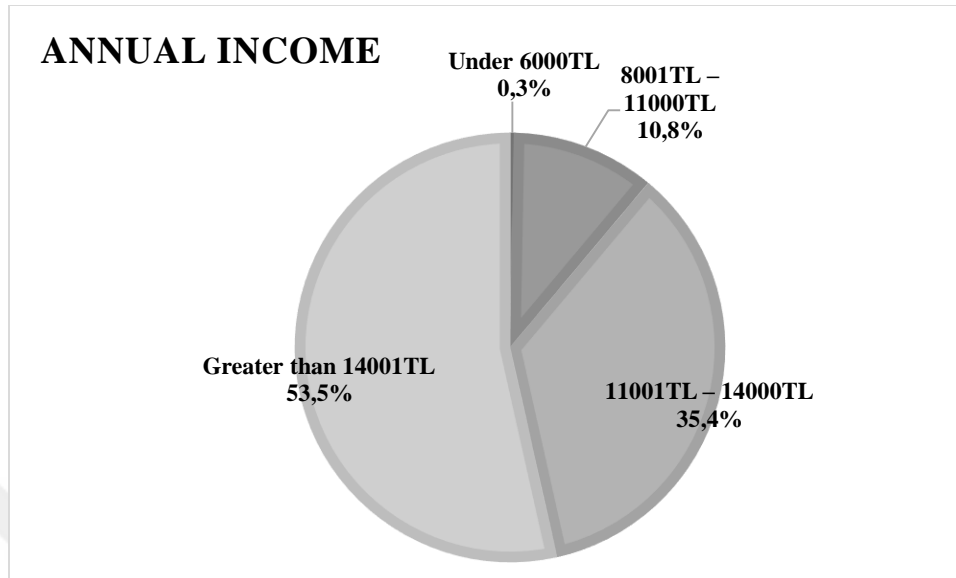


Figure 9. The survey annual income question

Data from the table above shows that most respondents, 168 individuals or 53.5% of the total participants, have an annual income greater than 14001TL. This result is followed by those individuals with an income range between 11001TL and 14000TL, which comprises 111 respondents or 35.4% of the participants. Respondents with an income range between 8001TL and 11000TL make up 10.8% of the participants, with 34 individuals, while those with an income under 6000TL represent only 0.3% of the participants, with only one respondent. The previous distribution indicates that a significant portion of SC users in this study have relatively higher incomes.

These findings suggest that individuals with higher annual incomes are the ones who use SCP the most, and this could be because of several reasons. For example, a higher disposable income allows them to make more frequent and diverse online purchases. Additionally, higher-income individuals might have better access to the internet and technology, which facilitates their engagement with SC. On the other hand, the lower engagement from individuals with lower incomes might indicate barriers and obstacles such as limited financial resources or technology inaccessibility. So, to attract a more diverse user base, SCP could consider implementing strategies that make their

services more accessible to individuals with a lower income, such as budget-friendly products, flexible payment options, or targeted promotions catered to this demographic.

1.7. Preferred a social media platform for buying products/services online

This analysis was conducted to determine the participated respondents' preferred SMP for purchasing products or services online as follows:

Table 16.The survey social media platforms question

What is your preferred social media platform for buying products/services online?	Frequency	Percent
Facebook	135	43.0
Instagram	126	40.1
Snapchat	43	13.7
Other	10	3.2
Total	314	100.0

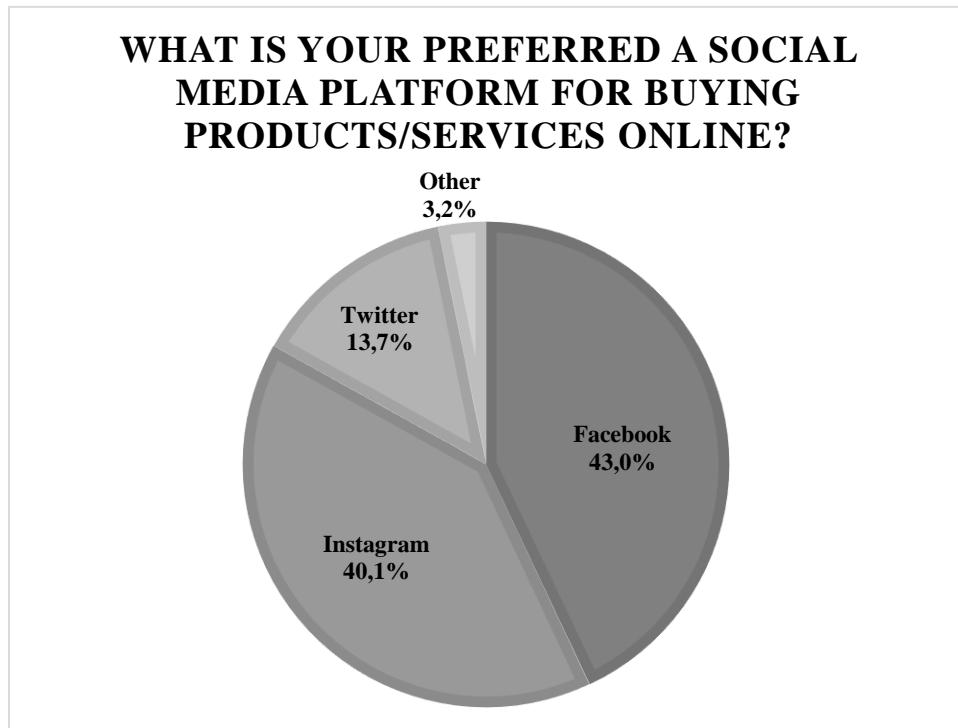


Figure 10.The survey social media platforms question

Data from the table above shows that Facebook is the most preferred platform, with 135 respondents, which accounts for 43.0% of the total participants. Instagram follows closely with 126 respondents, 40.1% of the participants. Twitter is preferred by 43 respondents, which represents 13.7% of the participants, while other platforms are preferred by only 10 respondents, making up 3.2% of the total participants. This distribution indicates that Facebook and Instagram are the most used platforms for SC among the respondents, with a significant majority favoring these two platforms.

These findings suggest that Facebook and Instagram are the preferred platforms for users to engage in purchasing activities. This could be because of several reasons, including an extensive user base and advanced SC features that these platforms offer. Facebook and Instagram provide integrated shopping experiences on their platforms, allowing users to discover, purchase, and share products smoothly within the app. These platforms have become popular for SC because of their visual and interactive nature, which enhances the shopping experience for their users. On the other hand, the lower preference for Twitter and other platforms might indicate that these platforms were not optimized for SC or that their user base is less inclined toward online shopping. So, businesses in the Turkish market should focus their SC strategies on Facebook and Instagram to maximize reach and engagement, leveraging their powerful features and huge user base to drive sales and customer interaction.

1.8. Preferred type of brand/product

This analysis was conducted to identify the participating respondents' preferred types of brands or products as follows:

Table 17. The survey brand/product question

Preferred type of brand/product	Frequency	Percent
Fashion and clothes	140	44.6
technology	66	21.0
beauty and accessories	81	25.8

books	4	1.3
other	23	7.3
Total	314	100.0

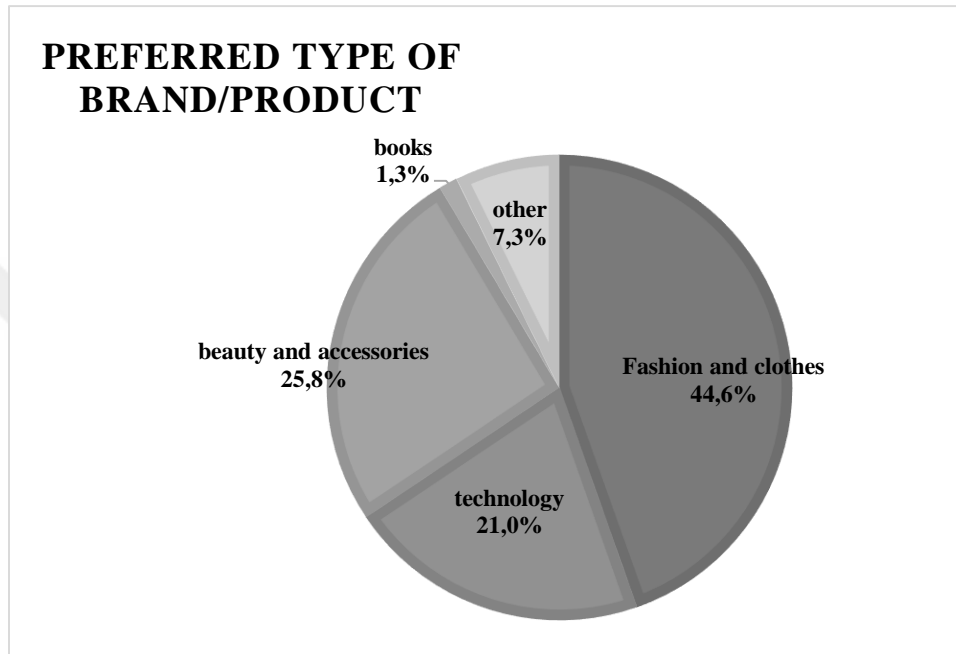


Figure 11. The survey brand/product question

Data from the table above shows that fashion and clothes are the preferred category, with 140 respondents, which accounts for 44.6% of the total participants. Beauty and accessories followed with 81 respondents, 25.8% of the participants. Technology is preferred by 66 respondents, which represents 21.0% of the participants. Books are selected by only 4 respondents, making up 1.3% of the participants, while other categories are preferred by 23 respondents, representing 7.3% of the total participants. The previous distribution indicates that fashion, clothes, beauty, and accessories are the SC respondents' primary product categories for SC.

The above findings suggest that fashion, clothes, beauty, and accessories are the dominant product categories driving users' engagement on SCP. This could be because of several factors, like the visual appeal, constant updates in fashion and beauty products, and SMP's visual and interactive nature, which aligns well with it. The significant preference for technology products highlights the

importance of tech-savvy consumers seeking the latest electronics and gadgets online. On the other hand, the lower preference for books and other categories might indicate that users purchase these products less frequently through SC channels, and that could be due to different shopping behaviors or preferences for these items. Businesses in the Turkish market should focus their SC strategies on promoting fashion, beauty, and technology products to maximize reach and engagement while taking advantage of SMP visual and interactive features for better attraction and retention of customers.

2. Hypothesis Testing

The study's proposed hypotheses were assessed utilizing the SEM technique using AMOS. The structural model suited the data well, according to the fit indices of the structural path model ($\chi^2=2.60<3.00$; CFI =.94>.90; NFI =.91 >.90; RMSEA =.06 <.08). Table 3's findings supported H1 and H2 by demonstrating that the SCIN significantly and favorably affected PI ($\beta =.24$, $p < 0.001$) and PR ($\beta =.29$, $p < 0.001$). Additionally, the investigation confirmed that SCIN positively correlates with trust, satisfaction, and commitment. In particular, the following were confirmed: H3 ($\beta =.15$, $p < 0.01$); H4 ($\beta =.30$, $P \leq 0.001$); and H5 ($\beta =.31$, $P \leq 0.001$). Furthermore, a strong and positive correlation existed between three factors of CRQ: commitment, contentment, trust, and PI. Hypotheses H6 ($\beta =.40$, $p < 0.001$), H7 ($\beta =.19$, $p < 0.01$), and H8 ($\beta =.12$, $p < 0.03$) were all supported by this. Hypothesis 9 is not supported, as Table 3 showed a negligible correlation between PR and PI ($\beta = -.03$, $p = -.79$). Table 3 summarizes these findings.

Table 18.Hypothesis testing (Direct Relationships)

	Direct Relationships		β	S.E	p	Result
H ₁	SCIN	PI	.24	.07	***	Accepted
H ₂	SCIN	PR	.29	.08	***	Accepted

H₃	SCIN	Brand trust	.15	.05	.01	Accepted
H₄	SCIN	Brand satisfaction	.30	.06	***	Accepted
H₅	SCIN	Brand commitment	.31	.07	***	Accepted
H₆	Brand trust	PI	.40	.06	***	Accepted
H₇	Brand Satisfaction	PI	.19	.07	.01	Accepted
H₈	Brand commitment	PI	.12	.05	.03	Accepted
H₉	PR	PI	-.03	.04	.43	Rejected
(x ² =2.55 < 3.00; CFI = .94 > .90; NFI = .92 > .90; RMSEA = .06 < .08)						

Note: * $P \leq 0.05$, ** $P \leq 0.01$, *** $P \leq 0.001$.

Note: CI: confidence interval

Table 19. Hypothesis testing (Mediation analysis)

Paths	Direct relationship	Indirect relationship			Result
		β	CI Low	CI High	
H10: SCIN → Brand trust → PI	.24	.04	.006	.095	Accepted
H11: SCIN → Brand satisfaction → PI	.24	.08	.035	.139	Accepted

H12: SCIN → Brand commitment → PI		.24	.05	.024	.099	Accepted
H13: SCIN → PR → PI		.24	.01	-.002	.043	Rejected

Table 20. Hypothesis testing (Moderation analysis)

Moderation analysis					
	β	CI Low	CI High	P	Result
H14: OR * SCIN → PR	.04	-.28	.37	.79	Rejected
H15: OR* SCIN → PI	-.11	-.35	.12	.34	Rejected

al

Part 5. Conclusion and Future Research

1. Discussion and implication

1.1. General Discussion

Despite the recent SC literature prevailing trend and its substantial implications for online business and digitalization (Almahdi, 2021). Nonetheless, there remains to be a significant gap in research regarding the impact of digital commerce on CB. In response, we used a sophisticated integrative framework to investigate the effect of SCIN on customers' PI within the online business. This study examines the mediating role of CRQ, encompassing commitment, satisfaction, and trust, alongside PR in the relationship between SCIN and PI. Additionally, it investigates the influence of OR as a moderating factor within the context of Turkey. This line aligns with various scholars (Hajli et al., 2017; Yin et al., 2019). The authors of this research observe a significant SCIN impact on customers' intentional behavior. Our findings extended from earlier studies that collected data from diverse countries' backgrounds. The study in Korea by Sohn and Kim (2020) analyzed how various elements of SC influence consumers' intentions to make purchases (Gan & Wang, 2017). Lu et al. (2016) examined the impact using data from the Chinese EC market. N. Hajli (2019) highlighted similar influence results within the Iranian market.

A scholarly approach was taken to examine the impact of SC as a significant factor influencing CRQ, including elements such as brand commitment, satisfaction, and trust. There has been limited prior research investigating CRQ in the context of supply chains, particularly concerning variables like brand commitment, satisfaction, and trust. For example, research papers by Hossain et al. (2020) and Zhang et al. (2016) aim to examine the impact of CRQ (commitment, satisfaction, and trust) on CB action. Therefore, the present research incorporates prior studies and separately examines brand commitment, satisfaction, and trust as three mediating variables. The results affirm a considerable influence mediating the role of brand commitment, satisfaction, and trust between SCIN and PI. Our study ensures that the significant impact of OR within SCIN is the primary issue affecting the client's decision-making procedure. Many researchers assert that user-generated content, often known as the digital version of e-WOM, is the most dependable primary source of information. Thus, the findings indicate the crucial moderating role of OR in the link between SCIN and PI.

1.2. Practical implication

The research identifies several critical managerial and marketing implications for enhancing customers' brand value perceived through SMPs within EC. First, this present literature spotlights SCIN's positive effect on customers' decisions. Thus, SCIN significantly influences PI, formally and informally, by shaping customer relationships and fostering trust. As crucial to customers' daily activities, SMP goes beyond just being a communication platform (Alboji et al., 2024), which shifts the attitude of ECP to a customer-centric approach (S. Kim & Park, 2013b). Therefore, EC marketers should concentrate and invest in SCIN to enhance direct CRQ. Second, our research emphasizes the impact of brand communication level and transparency on customers' decision-making attitudes.

Involved and emotionally satisfied customers are likelier to interact with and consume the brand (Ibrahim et al., 2021). Therefore, managers within the online business should build long-lasting and deep relationships with customers to enhance the brand's value. EC marketers and managers should leverage SCIN to encourage customer satisfaction and spread positive word-of-mouth and brand commitment. Third, trust is crucial in shaping CB regarding communication and sharing information in online businesses through SC. This trust impacts customers' perception of risk and their behavioral intentions. Trust is a crucial brand strategic asset, significantly shaping relationships with entities and other parties. Thus, PR is a major influence on CB. SC activity (such as ratings and reviews, recommendations, referrals, forums, and communities) sustains brand trust and transparency (Ibrahim et al., 2024). Consequently, managers should focus on developing effective strategies for SC and customer relationships to enhance brand trust and mitigate customers' PR.

The findings suggest that businesses and marketers in the Turkish market can improve SC strategies by emphasizing trust, social influence, and ease of use. By developing user-friendly platforms that foster trust and community interaction, and by creating culturally tailored marketing campaigns, businesses can enhance customer engagement and participation in SC, ultimately driving sales growth

2. Limitations and recommendation

The present study also encompasses limitations and multiple future research opportunities. The survey was conducted in a rapidly growing EC market in a developed country (Akin, 2024), potentially restricting the applicability of the results to various economies. Future studies might recognize possible disparities in CB and SCIN around various countries (Ibrahim et al., 2021). Our research explored how SCIN through SMPs influences customer behavioral intentions. To generalize the findings, future researchers can use a similar manner for each SMP (e.g., Instagram, Snapchat, TikTok) since each has distinct components (Jin et al., 2019). This study examines various influential elements of SCIN, such as CRQ and PR, and their impact on customers' PI. Hence, due to the distinct attributes of each product type, research consequences will need to be more generalizable.

Further research will investigate individual item types and industries to enhance the comprehensive understanding of SCIN. Our study explores how SCIN affects the customer's PI. We recommend that future scholars investigate actual purchase behavior to achieve more realistic SC results (Alboji et al., 2024).

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APPENDICES

Appendix 1. Survey questions by using Survey Monkey portal

INTRO PAGE

Dear Participant,

A thesis study was conducted by Afra Larfi, a student in the Master of Business Administration program.

- Participation in the research project is entirely voluntary.
- No personal information that might reveal your identity will be asked.
- Your responses will be kept confidential and used only for research purposes by the researchers.
- Participation in the research study will take approximately 3 - 4 minutes.

Thank you for your participation in advance.

Screening Questions If you are not matched with the criteria of screening questions, you will not qualify to answer this survey. **We thank you for your time anyway.**

1. Are you living in Turkey?

Yes No

2. Are you purchasing online?

Yes No

3. Have you ever made a purchase through a social media platform?

Yes No

4. What is your preferred platform for buying products/services online?

- Facebook
- Instagram
- Snapchat
- Other

Demographic

1. Name

2. How old are you?

- 18-24
- 25-39
- 40-54
- 55-59
- Over 60

3. What is your educational level?

- School
- College
(2 year or more)
- PHD
- Master
- Other

4. What is your occupation?

- Student
- Employed
- Unemployed
- Business owner
- Other

5. What is your nationality?

- American
- Arabian
- British
- Turkish
- Iranian
- Other

6. What is your gender?

- Male
- Female

7. What is your marital status?

- Single
- Married

8. How much is your annual income?

- Under 6000TL
- 6001TL – 8000TL
- 8001TL – 11000TL
- 11001TL – 14000TL
- Greater than 14001TL

9. What type of brand/product did you purchase from social media platforms recently?

- Fashion and clothes
- Technology
- Beauty and accessories
- Books
- Other

Scale Items please recall your prior experience in purchasing from social media platforms. Then answer the questions in the following sections.

Table 21. Scale item

Item	Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
10. Social commerce							
1. I ask my friends on this social media platform to provide me with suggestions before I purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am willing to recommend a brand that is worth purchasing to my friends on this social media platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am willing to share my own purchasing experience with my friends on this social media platform or through ratings and review.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I would like to use people's online recommendations to buy a new product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Purchase intention							
1. I intend to purchase products or service from this social media platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I will probably recommend family members or friends to buy from this social media platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am likely to purchase from this social media platform in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Trust							
1. I trust the product quality of this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Buying this brand's products is a safe bet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. This brand is sincere with consumers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. This brand is honest with consumers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Commitment							
1. I feel emotionally attached to this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. This brand has a great deal of personal meaning for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I feel a strong sense of identification.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Satisfaction							

1. I am satisfied with this brand's products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am satisfied with this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am pleased with this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Percieved risk							
1. I am concerned that this social media platform is collecting too much personal information about me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am worried that unknown third parties will access my personal information in this social media platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I suspect that my privacy is not well protected by this social media platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am concerned about the privacy of the personal information that this social media platform captures about me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Online reviews							
1. I find online reviews on social media platform about the brand credible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I find online reviews on social media platform about the brand factual.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I find online reviews on social media platform about the brand accurate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I find online reviews on social media platform about the brand reliable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>